FEBRUARY - 1950

McGRAW-HILL PUBLISHING CO., Inc.

Time to Trade ...

Last year, more washers were sold to owners of old machines than to non-owners...millions more need replacing...make 1950 a trade-in year

Apex Stars in 50!

THE GREATEST LINE-UP OF

EXCLUSIVE SALES FEATURES

EVER SHOWN

It's the line that outshines, outvalues all others! Never before have you had more reason to concentrate on one line – the Apex line. It's packed with more exclusive salesclinching features . . . it's ready to build greater sales volume for you. Yes, you'll have more to sell-and you'll sell more . . . with Apex. Write for details now . . . discover why it will pay you to-

STEP UP TO APEX IN '50!

The POLD'S MATIC, the only full time for most POLD'S AWAY into an a minute of the bouse.



THIS WASH A MATEC.

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AFEX CLOTHES SELECT. - Its the distinctive VACUUM DEVING PRINCIPLE that dies elabor temperatures, 100% percentic. Semestatically centralised on temperatures.







of Pine a complete fine of Iroms CLEANERS—Upright, cylinder-type and hand models. Complete the complete took for calls



SPIRAL DASHER INAMERS, six models, all durch the parented SPIRAL DASHER with exclusive "Spiral" in the parented spiral part of the "Spiral" in the parent model in parties in top models.

Full-skirted washers as low as . . 1479.05



THE APEX ELECTRICAL MANUFACTURING CO.

WASHEES







TOMATIC TOLD-AVI









The Cover . . .

depicts a scene which will be enacted in millions of homes during 1950. The replacement market for washers cannot be over-estimated, and the wise dealer will see that he gets his share of this business.

Kodachrome by Dave Rosenfeld





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Publication Office, 99-129 North Broadway, Albany 1, N. Y.

Editorial and Executive Offices 330 W. 42nd St., New York 18, N. Y.

Electrical Merchandising * February, 1950, Vol. 82, No. 2. Published once a month. Price 180 conts a copy. Allow at least ten days for change of address. Publication office, 99-129 North Broadway, Albamy, N. Y. All communications about subscriptions should be addressed to J. 5. Blackburn, Jr. (Vice-President for Circulation Operations) Subscriptions restarting the control of the

A McGRAW-HILL PUBLICATION

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INTERNATIONAL COVERAGE BY

3 BIG DEALS FOR

Simply sign The Westinghouse Fan Agreement and place your initial order for at least 7 Westinghouse Fans (illustrated below). With this minimum stock, you get the entire Promotion Package for FREE.

Ask your distributor for details.





ATTENTION-SETTING FAN GUARD STREAMER.





HEAT...BUY A nohouse F

THIS INITIAL ORDER MUST INCLUDE THESE FANS ... ILLUSTRATED BELOW:



OUR, 19-lack



ONE 10-Inc



Powereire Medal 10PA



ACTION DISPLAY-3 dimensional in 6 colors 521/4" x 10".

















Vestinghouse PROFITS

Westinghouse Poweraire* Window Ventilator (the 10 PWV) requires no installation. Fan snaps in for kitchen exhaust. Snaps out to use anywhere around the house. You purchase only 3 of these 10 PWV Ventilators and get a \$10.00 display and a \$1.10 literature package for only 33¢.

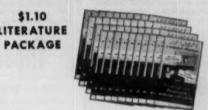
Ask your distributor for details.

YOU GET THIS \$11.10 PACKAGE FOR ONLY 334



\$10.00 PERMANENT DISPLAY







For early buyers of the de luxe Poweraire Fans, Westinghouse will give a DuPont Polythene Plastic Fan Cover with each 10PA2, 12PA2 and 16PA2 purchased. These covers are specially designed to fit Westinghouse Poweraire Fans ... an excellent give-away to help you sell fans. Or for retail resale at 75c to \$1.00 each.



Ask your distributor

You can be sure..
Vestinghouse

\$1.10

PACKAGE

... of course it's electric!

TUNE IN: Ted Malane every day Manday through Friday, ABC network.

WESTINGHOUSE ELECTRIC CORPORATION Electric Appliance Division . Springfield 2, Mass.

PLASTIC FAN COVERS FOR FREE! (FOR A LIMITED TIME ONLY)















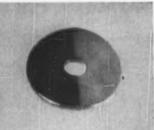
"Trade Mark



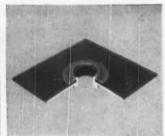
A.O. Smith provides complete demonstration tools for the water heater you can DEMONSTRATE!



MINIATURE TANK DEMONSTRATOR. Shows your customers how SMITHway construction permits therough tank-lining inspection, before final assembly and welding.



2 "PERMAGLAS" POCKET SAMPLE. An actual piece of a Permaglas Water Heater tank lets your prospect see and feel both the steel and the glass surface.



2 CUTAWAY SPUD OPENING, Rereals the ingenious design of spe-cial neoprene and stainless steel that eliminates all chance of rust



4 "PERMAGLAS" PAPERWEIGHT. Ideal to build your sales story around . . and as a "silent sales-man" to give to architects, build-



5 "PERMAGIAS" SALES PRESENTATION. The simplest, easiest way to give prospects a complete visual presentation. More than 30 colorful pages. For sales training, too. "PERMAGIAS" SALES PRESENTA.

These practical tools will make more sales!

A. O. Smith Water Heater dealers are first to have dramatic, demonstrable proof of tank-lining durability-the first real sales advantage in water heater merchandising.

The simple proof-tests pictured here make sales easier and faster, because your customers can see and fully understand the "hidden" advantages of A. O. Smith Automatic

Water Heaters. Many of your prospects know about these tests, too-they have seen them pictured in advertisements in LIFE, POST, and leading home magazines.

For complete information about the unexcelled profit opportunity A. O. Smith Water Heaters offer you in today's competitive market, send the coupon . . . now.



A HEAD AND MALLET SET. Proves that the diamond-tough glass sur-face withstands heavy mallet blows and (below) severe thermal shock with boiling water and ice water



Chicago 4 · Clayton 5, Mo. · Philadelphia 3
Denver 2 · Detroit 2 · Houston 2 · Les Angeles 14
New York 17 · Dallas 1 · Midland 5, Texas
Pittsburgh 19 · Sen Francisco 4 · San Diege 1
Seattle 1 · Tuise 3 Clayton 5, Mo.

A. O. SMITH CORP. Dept. EM-250 Water Heater Division Kankokee, Illinois most with A. O. Smith, the water heater line that can be demonstrated.

No abligation.

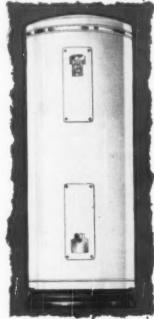
Germaglas Durachad Milwanker

International Division: Milwaukee 1 Licensee in Canada: John Inglis Co., Ltd.

ALERT DEALERS DISPLAY THIS EMBLEN







Gas or electric models, or new electric table-top, in sizes

THE NATIONAL APPLIANCE AND RADIO PICTURE

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

THE EAST By Robert W. Armstrong

HRISTMAS business was good for eastern dealers two ways: (1) they made money and (2) they cleaned out some inventory.



ARMSTRONG

Christmas sales was, for many was, for many merchants, the de-

mand for television. Boston reported that "TV sales broke all records in December." Some dealers in the area were reportedly out of TV Said one Beantown dealer. "We had to turn some customers away, even though we ordered well in advance, believing the rush would be a sure thing."

Reports from some other sections of the East were similar. From Rhode Island: "TV was the star of the show." From Buffalo, N. Y.: "Excellent Christmas business, "Excellent Christmas business, thanks to television." Philadelphia and Long Island, however, were dif-Because the manufacturing plants of two of the major TV man-ufacturers are either in Philadelphia or its back yard, news of any impending changes in the price struc-ture gets around there earlier than elsewhere. So it was that, according to one big dealer, dealers and consumers alike were aware of scheduled price drops and buying suffered. "Our Christmas business came early," he said. "November was a better month. And we actually sold more television receivers on December 27 than on any of the ten days before Christmas." Long Long Island dealers had a better month in November than in December, reported that television sales slumped sharply in the last two weeks of December because of consumer knowledge of coming lower prices

and a scarcity of name brands.

A White Xmas, Too. TV wasn't the only good seller during the holi-days. Washington merchants declared that sales of appliances, both large and small, were generally better than in December of 1948. Retailers and distributors even complained that it would have been better still if they had had enough merchandise. The fact that range and refrigerator sales were not up to the record of the previous December was a direct result of the short age. By now, however, stocks should be back up to normal. Mixers and toasters were also scarce, but most other appliances were plentiful.

One Buffalo dealer declared, "Refrigerator business has been making a good comeback and there are shortages in certain types." Boston merchants reported good demand for socket appliances, a fair business in refrigerators, rapid turnover of toasters, satisfactory profits in electric heaters and pressure cookers.

One slow mover, as reported from several sources, was the electric

blanket. Unseasonably mild weather took most of the blame, but two Philadelphia merchants wouldn't accept this as an excuse. "T just hard to move," said one. ple aren't sold on them."

Turn-Up for Dryers. One of the major appliances to suffer least in the general decline of 1949 sales was the dryer, off only 7.6 percent. Now with poor outside drying weather in of the East, sales may get back on the uphill road of increasing sales. One Philadelphia mer chant said puzzledly, "We've had a sudden influx of buyers for dryers during the last six weeks and no distributors here seem to have any in stock. I sold 10 or 12 in those six weeks, more than I sold all during the rest of the year-and without any promotion or advertising."

This same dealer talking about Christmas business, was the only one to mention good roaster sales. Mixers, according to him, didn't move too well. Well-known toasters, he declared, would have sold better if one of the leading manufacturers hadn't restricted dealer orders hostess sets—a toaster plus a tray and some jelly jars. The extras, he claimed, pushed the price up so high as to squeeze many potential buyers

of the market

Tied-In or Tied-Up? Trade stories about forced tie-in sales on tele-vision and record players broke into the consumer press late in December with announcements of an investigation. Our guess is that by the time the water is all squeezed out of the rumors there won't be much fact left. One big dealer, asked by this writer if anybody had been making him take record players in order to get TV receivers, said no, and so far as he knew the rumpus was all being raised by very small dealers. His argument: some little dealers who don't ordinarily carry much TV buy sets only as they get orders. In a period of shortages they, quite naturally, don't get preferential treatment from distributors because they don't carry the whole Knowing that they'll have to take the set away from some dealer who usually orders in quantity, the distributors try to induce the one-set dealer to order enough merchandise to justify the sale. Hence, loud

Post-Christmas White Sale. All ins aren't the temperature raising One White Plains, N. Y dealer, Schleicher Radio, tied-in with the traditional white sales of fabrics with a white sale of his own, advertised as no sheets, no towels, no pillowcases-but plenty of washers, refrigerators, freezers, etc. Partner Moe Schleicher ran the same big ad several times in late 1948, claims that

Promotion Upswing. A survey of several Long Island merchants reveals an increasing recognition of the need for more selling and promotions-and more is being done about it. Two dealers, for example, have been hiring crews of outside salesmen. Another has expanded an already ample advertising program. One Maspeth merchant gave a clerk a telephone directory, put her to work calling people and inviting them in for demonstrations, and offered each a free gift. A Glen Cove retailer calls people in his area, of-fers a prize if they can name dealers handling certain appliance lines. A plumber-dealer sends his appliance salesmen out to "check" on com-pleted plumbing repair jobs. Many Nassau County dealers are using full pages of newspapers to catch atten-In Rockville Center one dealer used a full page to pooh-pooli indoor antennas, offered "much more efficient" outdoor antennas free to television purchasers.

THE MIDWEST By Tom F. Blackburr

THE uncon-firmed rumor that the Goldblatt Bros. department store in Chicago expects to do \$6 million next year is indicative one of two things:

1. The depart-BLACKBURN ment stores are at last getting discounts on television

which make it attractive to them, or 2. The chance of tying up a vast number of partial payment accounts, which must come into the store to has become particularly ap-

pealing In the Middle West the electric range in a number of towns is taking a cuffing around from gas ranges. In Minneapolis an outstanding dealer reports that he is selling ten gas ranges to one electric. Even in new homes less than 50 percent are equipped for electric cooking. Reason is the fact that the utility pulled out its subsidy on wiring dur ing the war and has not seen fit to replace it. Another cause is the fact that the contractors' code up there calls for the most expensive kind of installation, rigid conduit. Either the two organizations should get together and soften wiring costs to the consumer, or the electric range will continue to play second

As capacity increases with utiliand it is increasing, there is bound to be a growing yearning for increased domestic load.

Free Wiring Campaign Basis. The utility comeback, says one spokes-man who cannot be quoted directly, will probably be on a campaign basis, rather than on a fixed policy. For example, a utility will advertise free wiring for a 90-day period or whatever time the range campaign is on. At the end, this deal will be snapped off.

Even in the Windy City bottle gas and bottle gas appliances are being advertised to suburbanites who are beyond the reach of gas. Where gas goes by the door, the house heating deal is overwhelmingly attractive to the householder, and the electrical people have no answering offer.

The Chicago rush for television sets put a cramp in the discount dealer. Even the unions, who frequently have discount arrangements for their members, were forced to take delayed delivery from one to two months, on account of the rush.

Nearest thing to the present television crage in Chicago was the rush for radio away back about 1928 and 1929 and 1930. Zenith handed out numbered priority certificates with their television sales. However, the game did not go so far as to cause dealers to strip their window displays. even the most outlying stores having sets after Christmas. The demand for 12 in, and larger screens goes on, and folks apparently do not care for the 7-inchers even at reduced prices.

A new Chicago record in single issue television advertising by a single dealer was established by Hudson-Ross with an 8-page section in the Chicago Tribune. It was a 19,840 line advertisement, for such brands as Adiral, Hallicrafters, Motorola, Philco, RCA-Victor, Westinghouse and Ze-

nith.

Veteran dealers were cov in promising television delivery on a holiday without being sure of their capacity to come through, and there was none of that bad-taste-in-the-mouth aftermath that happened frequently in the past.

L. Fish, leader in the no-money down, metered approach, thought its best Christmas offering would be a bargain refrigerator and a bargain conventional type wringer washer.

Kitchen Trends. Some idea of the difficulties encountered in getting out a statistical issue may be gleaned by the fact that one kitchen equipment walufacturer declared that the year's volume was around \$85 million. Another just as solemnly totted up the total cabinet and sink business as running up to \$300 million. Both men veterans, both are authorities. Chief trend in the kitchen business ELECTRICAL MERCHANDISING was told, desire to have a complete kitchen like those pictures one sees in the magazines. The plumber-electrical dealer row over who installs what continues to be confined to the city. In smaller centers, both men play hall together, and there is no particular argument.
In Evanston, Ill., a suburb of Chi-

cago, 12 retailers are running institutional type advertising, designed to acquaint the public with the advantage trading with dependable merchants. Idea is to point out what they actually get in the way of reliable service when they buy at list prices.

One of the reasons for the bigger trade in Chicago at the holiday time was the fact that more stores stayed open nights. Many Loop department stores were open until 9 p.m. all through the week, plus an extra day for shopping. Vacuum cleaners and ironers did well. On the other hand, was not the stress on white goods from an advertising standpoint, that one would normally expect.

One of the difficulties of manufac-turers of electric housewares, says a

(Continued on page 6)



THE NATIONAL APPLIANCE AND RADIO PICTURE

-CONTINUED FROM PAGE 5-

Detroit manufacturers' agent, is the fact that dealers will not participate in advertising appliances on a 60-40 basis. On the other hand, leading department stores will. Distributors over there will not pay a nickel for advertising small appliances at the present moment.

A roaster campaign last June in Detroit failed because dealers used the advertising to reduce their old stock and failed to purchase new models. One distributor had 317 roasters on hand and bought only 144 last fall.

Sagging Fair Trade Laws. The appliance trade has come to the conclusion that Fair Trade laws are only as good as their enforcement and there is decay in the value of a manufacturer's word. Repeatedly in Detroit several fair-traded small appliances have been exploited, and without any kickback from the law.

One of the surprises in the Middle West is the number of electrical appliance retailers who stay in the business. Experts think it takes about \$10,000 worth of capital to start a fair operation. With this as a nest egg a dealer can get \$25,000 worth of credit. With this amount of business the dealer can do around \$50,000 a year. At present, says this spokesman, not more than two percent of the amount of business available does not justify the number of dealers who are still at it, and he is surprised that more of them do not realize the fact. If that percentage of reverts ever jumps, a lot of dealers can be in quite a bit of trouble.

THE SOUTH

By Amasa B. Windham

I began to look like a repeat performance—and a good thing, too. Just as they did in the dawning months of last year, speakers for the appliance industry again were busy hoisting the

busy hoisting the WINDHAM warning signals, gravely contemplating the future and, in some instances, viewing

with alarm. This reporter had occasion to sit in on two electric league meetings and one sales meeting during the month and the speakers all worked on the same topic. Boiled down, what they said was: "Bitter competition for the consumer's dollar is coming—and shortly. We've got to get rid of the ignorant, the incompetent, the lazy and the inefficient, and sell as we've never sold before!"

It goes without saying, that's good advice. In fact, it can be pointed out that the general adoption of just such advice undoubtedly was the spur which made 1949 a big year in selling, almost as big as 1948. It was evident almost everywhere that retailers had learned, or were learning the lesson of selling. In Inman, S. C. (pop. 1,500) a

dealer had instituted a corps of inside and outside salesmen which was selling more than three refrigerators a day. In Prattville, Ala. (pop. 2,700), a dealer had worked up a sort of "two platoon system" of salesmen and already was far ahead of his 1948 and 1949 sales, both banner years. In three Louisiana cities, retailers had made electric blankets a best seller in the face of the fact that this appliance almost was considered a novelty until a year or two ago. Hundreds of other examples could be cited.

Dealers Get Help. Of course, the dealers had help and encouragement from manufacturers, distributors and utilities. In the aforementioned electric blanket campaign, the Louisiana Power & Light Co. played a major part, providing dealers with many aids and sales helps. Similar assistance was supplied dealers by the Carolina Power & Light Co., which inaugurated "Institutes For Better Living" in various areas with marked success. In Jacksonville, Fla., one big distributor staged an unusual television program lasting four hours, which drew hundreds and resulted in an upsurge of teleset sales.

Among individual appliances, water heater sales were on the increase again and high on the best seller list. Dealers reported particularly good sales in middle Tennessee, the Carolinas and north Georgia with Nashville, Charlotte and Atlanta in the van. Birmingham noted an extraordinary increase in the sale of electric housewares, as did Houston, Memphis and Miami. One dealer remarked: "It looks like old times again in traffic appliances. They are back on the beam." Even Richmond dealers, who were more or less pessimistic throughout the entire past 12 months, felt better about things and looked for a good

Probably the steadiest selling item in the book was laundry equipment of all kinds. Reports on it were good from almost every area. The acceptance of ironers and dryers seems to be steadily spreading to the rural areas and diligent salesmen were girding their loins to tackle this vast untapped sales res-

TV Sets Short. Television sets are in as short supply as ever and all signs bear out forecasts that 1950 will be a television year. Jacksonville, Fla., is a good example. Video is scarcely four months old in that thriving Florida area, dealers nevertheless have sold more than 5,000 sets and are begging for more. It's the same story in almost every other quarter of the South. One whole-saler in Charlotte reports an infiltration of buyers from the East seeking any sets obtainable. The black market threat is again a menace, this time in video.

Radio sales can be described as "not bad". Holiday buying in this department was heavy and a severe drop in the sale of radio naturally was expected by most dealers. There were indications that FM sets were being better sold and more generally accepted by the buying public. More and more FM antennas can be

(Continued on page 10)



- 13

IT PAYS TO FEATURE ALL OSTER APPLIANCES!

Jet Besign. Speedy, efficient yet so very light weight and handy to use

1950 is Oster's Twenty-Fifth Anniversary

ACINE, WISCONSIN

\$3495

Value





your customers can SEE

ARVIN Visible Value TELEVISION



New 81/2" Table Model

with BIG SET Features.

Makes a

Perfect "Second Set"

\$12950°

• No-Glare Black Tube for better contrast • Simplified tuning; only two visible groups of controls • Service-free electro-magnetic circuit • Straight AC operation for longer tube life • Horizontal automatic frequency control locks picture in even with high interference levels • Delayed automatic gain control • Beautiful cabinet in lacquer mahogany finish • Set designed to comply with Underwriters standards • Today's top 8½" TV value!

You can SEE the difference!

Radio & Television Division

NOBLITT-SPARKS INDUSTRIES, INC.

Columbus, Indiana





Deluxe 12½"
Table Model

Big screen quality television at a truly low price \$22950°

Federal Excise Tax-\$1.47

with Built-in Versi-Tenna and phonograph jack

This is the super-powered de luxe Arvin TV that performs rings around others even in fringe areas! Easy to tune as a radio. 92 sq. in. of clear, undistorted picture. Expertly engineered, beautifully styled, and loaded with fast-selling performance features! Table to match at small extra cost.

*Slightly higher in Zone 2

UNIVERSAL'S

Merchandising "Scoop" of Will Skyrocket Your Spring

You've got to see it to appreciate the sales power of this sensational merchandising "scoop"... created especially to skyrocket your sales during National Electric Housewares Week . . . and throughout the Spring and Summer.

You'll rave about its gay colors . . . its irresistable eye appeal. You'll agree that here's another smashing Universal sales maker . . . designed especially for your store by Peter Hunt whose fresh new ideas have swept the country like wildfire.

It's a complete appliance department in itself that will do wonders when you feature it in National Electric Housewares Week selling . . . and for months to come. Yes-feature this exclusive Universal Merchandiser prominently in your store and watch it keep your cash register hot!

> See your Universal Distributor today for details of this sensational merchandiser and its plus profit plan!



PETER HUNT - Nationally famous creator of new furniture design and author of the sensa-

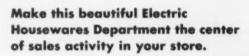
ing Giving and Year Round Living tional Peter Hunt's Workbook. HORT BISPLAN entenneal Anniversary Resentation

NEW PETERHUNT CUPBOARD

" Universal

Quality and value since 1842.

Electric Housewares Week and Summer Sales!



- It's a complete walk-around display designed by the famous Peter Hunt in the modern motif of inspired, carefree living!
- ♥ Over 5 feet high . . . completely self-supporting!
- Beautifully lithographed in 8 Peter Hunt colors!
- Sturdily built, it holds a complete assortment of Universal Electric Housewares.
- Specially designed with interchangeable cards to tie in with Spring and Summer Sales Events!
- Stops shoppers instantly . . . sells appliances on sight right off the display!
- It's the finest working merchandiser ever developed for volume sales of Electric Housewares!

Feature this display during National Electric Housewares Week — April 14-22 — for extra volume and extra profiti

T/E // your store with the sensational Peter Hunt Cupboard Merchandiser designed especially for Universal!

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CORN.

SINGE 1842

Centennial Anniversary Presentation

THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 6 -



sell **UP** with FIBERGLAS* INSULATION

SELLING YOUR HIGHER quality appliances demands extra selling features—like Fiberglas Insulation, one of the important plusses in modern appliances.

Here's an advantage that millions of housewives read about in such magazines as Life and Good Housekeeping. And many more see dramatic demonstrations in stores and schools showing the greater values they get from Fiberglas Insulation.

Se cash in en this promotion. Sell up—and up your profits with Fiberglas Insulation. For FREE demonstration and merchandising materials, write to Owens-Corning Fiberglas Corporation, Dept. 104-B. Toledo 1, Ohio.



APPLIANCE INSULATION

*Fiberglas is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with glass fibers.

FIBERGLAS IS IN YOUR LIFE - FOR GOOD!

counted as one drives through the countryside. There was no noticeable spurt, however, in the distribution of console and more expensive cabinets.

With fairly mild weather for this time of year, many dealers were able to handle the usual winter problems with a fair amount of ease. In Florida, for instance, there was no mad rush to promote oil space heaters as there has been in the past; Texas was not plagued with its usual seasonal bad shopping weather and, as this is written at least, few strike troubles were haunting those southern states which are hardest hit by such labor upheavals.

Building Boom Helps. One of the greatest single factors in maintaining the brisk sale of appliances is the continuance of the building boom. Dealers in every southern city contacted in this survey report that building of new homes continues on a boom basis everywhere. These observers are willing to bet that as building yoes, so goes appliances.

Our conclusion as of February 1 is apparent. Prospects now are very good that the appliance business in the South for 1950 may rank right up along with that of the last 24 months.

THE FAR WEST By Clotilde G. Taylor

PRETTY good" is the verdict on Christmas business and on sales for the year as a whole, as viewed from the last days of December. The San Francisco area reports better than expected sales of



TAYLOR

large appliances, with radio-phonographs good, though down somewhat from last year. Small electrical housewares were not really up to possibilities. Total sales might have been off from five to eight percent, if it were not for the phenomenal sales of television, which brought the total of some of the larger downtown stores to about 10 percent above 1948 sales. Neighborhood houses report business "a little off" last year's record.

Through all this there were some dealers handling television who report "no sales" on this item. Draw your own conclusions. By the end of November "viewers" in the San Francisco bay area were figured at 110,000, with a tremendous increase to be credited to Christmas buying. Incidentally, self-service laundries in this area have been installing television sets for the entertainment of evening patrons, many of them men, thus building prospects for TV

No Follow-Up Risks Trouble. In all of this success story, it might be well to report the experience of one San Francisco purchaser who bought his set from a well-known nusic and appliance house. He was persuaded to buy a built-in antenna set, which was delivered to his house, connected and never thereafter followed up. For some reason his reception conditions seem to require an outside aerial, the result being that a very poor signal is being viewed nightly by his family and all of his neighbors, most of whom have resolved not to buy television. The moral is, it pays to check up on sets after they are actually in use, even if it involves a little night work.

The shortage of supply of major appliances was felt chiefly in television, in which field some dealers sold out completely. So great was the public interest in TV that dealers in other lines, such as photographic supplies, report curtailed sales because customers were "buying television this year". One good result of the short supply has been to leave most stores with a relatively clean inventory to face the New Year. However, dealers are afraid their unfilled orders will be met just about the end of February, in time to clear manufacturers' and wholesalers' warehouses and to overstock dealer shelves at the March 1st tax deadline.

Reports From Other Areas. Here are some reports from other sections: Los Angeles—Christmas business good, particularly in television. November television sales were five times those of November, 1948, in this area. San Diego—All lines, good. Results of "show" excellent. Pacific Northwest—Just under last year, with business for the year as a whole about 10 percent below 1948. Salt Lake—Business good. Shortages in large appliances, radio consoles and television acutely felt. Phoenix—Excellent response to Calapco's "Back in Action" program, with campaign pressure planned in January on automatic washers, dry-

ers and garbage disposers. From the San Joaquin Valley of California, one dealer reports his volume of sales as excellent. However, his net profits are down, because expenses tend to climb. He runs into trade-in and repossession losses, along with greater sales and service expense. He complains, too, that many manufacturers and jobbers are competing with their own dealers, and are also ruining the chance for profit by over-franchising. He hopes for better policies as the various branches of the industry realize that such destructive methods do not pay in the end. He emphasizes the increasing burden of service which falls upon the dealer. The appliance business as a whole is much broader than prewar, with dryers, dishwashers, garbage disposer units and other new appliances going into thousands of homes. Many untried articles have been put out, with the result that service calls pile up.

This dealer's records show that only about 32 percent of the time of his service employees goes to paid service. About 16 percent of their time is devoted to warranty service. All the rest goes to maintenance, deliveries, installation, uncrating, etc., none of which brings in direct returns. He urges every dealer to keep records which will tell him the facts of his service costs.



A FEW HIGH SPOTS FROM THE TABLE OF CONTENTS:

- What Makes People Buy?
- · Showing Is Selling.
- How to Treat the Ouestion of Price.
- · Handling Difficult Customers.
- · Preventing Walk-Outs.

AN INVITATION TO "TOASTMASTER" DEALERS

Give your salespeople this SALES TRAINING COURSE and see how much better they SELL!

HERE'S WHAT YOU'VE been waiting for! "How to Sell 'Toastmaster' Toasters" is a complete, highly condensed study in retail salesmanship. It plainly tells your salespeople how to do a standout selling job. It's packed with pictures to make it interesting and to show them how to do it. It's a refresher for experienced salespeople and a stimulant for new ones.

AND HERE'S SOMETHING you'll especially like. "How to Sell "Toastmaster' Toasters" isn't theory—it's practice. Written from inside the retail store by merchandising experts who have rubbed elbows with customers—who know at first hand the technique of sound selling. Your salespeople will be quick to recognize this "floor level" approach. This booklet talks their language; it gives them tips that are usable. So they'll read it thoroughly and apply its principles to their profit—and yours.

THEN, TOO, "How to Sell 'Toastmaster' Toasters" arms your salespeople with all the ammunition they need—not only to sell "Toastmaster" Toasters—but every other item you carry. Consider these ABC's:

- A . APPROACH-Sell Self on Sight.
 - · ASCERTAIN-Customer's Desires-Listen.
- B . BE A SHOWMAN! Demonstrate Skillfully.
- . BE A MIND READER! Anticipate Customer's Questions.
- BE CONFIDENT! Overcome Hesitation and Objections.
- C . CLOSE THE SALE! Know the Signs for Closing.
 - . CLINCH A COMEBACK! Let Customers Leave with Urge to Return.

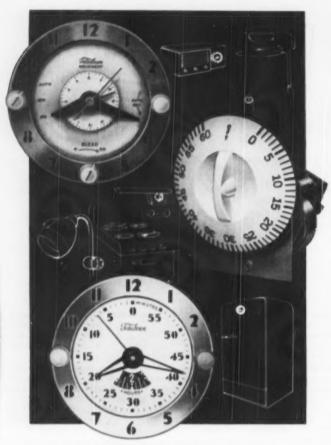
IF YOU WOULD LIKE really comprehensive sales training for your staff, we will supply Meeting Guides to assist you in conducting your own sales meetings. These, too, are free, are not overly time consuming, and will insure your salespeople getting the most from the Sales Training Manual. For full details check the coupon.

TOASTMASTER Automatic Pop-Up Toaster

"Toarmanyna" is a registered trademark of McGraw Electric Company, makers of Toartmater" Toarters, "Toartmanter" Electric Water Henters, and other "Toartmater" Producta Copr. 1950, Toarmanna Panoucro Division, McGraw Electric Company, Elgis, Illinois.



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on Time

Remember...an electric appliance is only as good as the results a customer gets out of it. Poor timing...product's no good! Accurate timing...wonderful product! The customer seldom blames herself when results are poor.

That's why it's easier for you to sell electric appliances that are as nearly foolproof as possible. Accurate timing is a vital step in that direction. Accurate timing means Telechron Timers. For, all Telechron Timers are kept on time by their tiny motors that are instantly, constantly synchronous. Your customers know that.

Here's the point. Since accurate timing makes electric appliances easier, safer and more satisfying to use (therefore, easier for you to sell), appliances equipped with Telechron Timers are well worth looking for, insisting on and featuring. Telechron Inc., 220 Union Street, Ashland, Massachusetts. A General Electric Afhliate.



WASHINGTON CURRENTS

By Washington News Bureau, McGraw-Hill Publishing Co.

POWER USE ZOOMS ON FARMS

The Rural Electrification Administration—which subsidizes expansion of electric power to rural areas—has celebrated the delivery of REA-financed power to its three-millionth customer.

But to get an idea of how fast farmers are being brought into the market for power and electric equipment, take a look at this: It took REA govern warm to reach its first million entoners: 51%

It took REA seven years to reach its first million customers; 5½ years to reach the second million; but only 23 months to reach the third million.

Back in 1935, only 11 percent of the nation's farms were electrified. Now, about 80 percent are on power lines.

HOW MUCH HOMEBUILDING?

Home-building since the war has been a strong prop under our present prosperity: it ereates a tremendous demand not only for such raw materials as lumber, glass, cement—but also for appliances, furniture, television, and the whole gamut of equipment and supplies needed to keep houses running.

Homebuilding the last couple years has been running around 900,000 units a year—a terrific rate. But Leon Keyserling, New Dealish member of the President's duo of economic advisors, says that if prosperity is to be continued over the next 10 years, home building will have to grow to about double this figure, or about two million new units per year by 1959.

This target, set by so prominent an economist so close to the President, has sent the construction industry into a turmoil.

The builders are wondering: what's going to happen if such a vast amount of private housing construction fails to materialize? Is the Truman administration going to propose that public housing make up the difference?

BUSINESS CREDIT WON'T TIGHTEN UP

Money and credit won't get tighter during the early part of 1950, according to the Federal Reserve Board, whose job it is to keep tabs on the ups and downs of U. S. credit.

And, unless things slide off considerably during the early part of 1950, total money supply and credit is expected to increase for 1950 as a whole, the Board predicts in a review of 1949.

FRB isn't saying what part it played in helping along "the recession of 1949"—the early-in-the-year slump—through its use of controls on credit and bank reserves. But it is taking credit for helping to stop the slump by its easing of consumer credit controls and bank reserve requirements.

JOBBERS AGENCY ATTACKED BY FEDERAL TRADE COMMISSION

How far can retailers or distributors go in joining together in order to get better prices from suppliers?

Federal Trade Commission has the job of deciding that question and many others—under the several anti-trust laws it enforces.

A case in point: FTC's action against 17 New York and New Jersey jobbers of automotive parts and accessories. They're charged with setting up a purebasing organization which was used to "induce and receive (illegal) discriminations in price from suppliers".

Also charged are four automotive parts makers who—because they gave the jobbers association price cuts—are charged with discriminating against other customers that didn't belong to the jobbers organization, the "Metropolitan Automotive Wholesalers Cooperative, Inc."

FTC contends that the organization is not a buyer in its own account, and that it is merely an agent of the jobbers. Jobbers used the association to get manufacturers to consider their individual purchases as one account, according to FTC, for the purpose of granting quantity discounts and rebates.

UNIONS EYE WHITE COLLAR WORKERS

Unions have a tough time organizing white collar workers. But testimony labor spokesmen gave before the congressional (Continued on page 14)

AMANA FREEZER DISTRIBUTORS AGREE: THIS 1950 MERCHANDISING PROGRAM

E: - COOPERAM - COOPER

When the Amana Freezer distributors saw
the exciting new additions and the promotional ammunition ready to sell
the entire line, one enthusiastic phrase
was heard at the Chicago meeting: "This is It!"

Dealers: Be sure to ask your distributor
about this program . . . you, and your customers too, will say: "YHIS IS IT!"

THIS IS IT!

SALES-CLINCHING, DEALER'S SELLING PORTFOLIO!



This ingenious, animated manual shows, tells and sells prospects! Step-by-step it shows the customer which freezer suits his needs—how to get best results from a freezer—a dramatic closeup of the Amana line—the cenutry old tradition of Amana workmanship—how to save ... and how much HIS family can save it's another Amana sales help that's going to help double the dealer's sales in 1950!

HOW TO MAKE DOUBTFUL PROSPECTS RAVE? SHOW THEM HOW MUCH THEY CAN SAVE.



"Better than a two-hour sales talk!" Amana's wall-size freezer chart graphically shows customers the size they need (at a glance), shows the amount of money that can be saved per family member each month by correct use of the freezer. Important, too, the chart tells customers the best months to buy foods in quantity for freezing.

SELLING AIDS THAT MAKE FREEZER
PROSPECTS SAY: "THIS IS IT!"

Caupled with its tremendously liberal advertising allowance to dealers. Amana has planned its greatest national advertising campaign ever! Besides newspaper mats offered to all dealers, there are hard-hitting moiling pieces, giveaways (including a pocket-size food-savings chart). It's a wrapped up program!



TWO
NEW
12
cubic
foot
FREEZERS!

The perfect-size freezers for the greatest mass market

The perfect-size freezers for the greatest mass market

The perfect-size freezers for the greatest mass market

And—the choice of either

the average size family! And—the choice of either

the average size family! And—the choice of either

the average size family!

THIS IS IT!

THIS IS IT!



AMANA FREEZER MODEL 25S 25 Cubic ft

25 Cubic ft. Capacity shelf plates and the freezer floor supply 21.4 sq. ft. of contact freezing NEW
"FAMILY LINE"
WILL DOUBLE YOUR PROSPECTS
and
Amana PROMOTIONS
WILL DOUBLE YOUR SALES
IN 1950!



MODEL 2008 AMANA "WALK-IN" REFRIGERATOR-FREEZER

Freezer Capacity, 25 cu. ft. of freezing surface. Refrigerator capacity, 109 cu. ft. of storage space AMANA FREEZER MODEL 18 18 Cubic ft. Capacity

Capacity
4 freezer shelf
plates supply
18.4 sq. ft. of
contact freezing



MANA FREEZER-REFRIGERATOR MODEL FRO

> MODEL 60 6 Cubic ft.

AMANA REFRIGERATION, INC.
AMANA, IOWA



Civil ARB

Per bes

This eye-catching baby tops the latest Saturday Evening Post announcements of the Hankscraft GlycolAire Vaporizer. Popularly priced and perfected for homes and offices, the GlycolAire reduces bacteria and viruses in the air we breathe. Its vapors are odorless, harmless to human beings and pets. Nothing to take internally—no after-effects! Sell the GlycolAire for satisfied repeat customers.

Model 1125-\$9.95

HANKSCRAFT Sanitation Grade TRIETHYLENE GLYCOL

For best results with the GlycolAire, suggest the exclusive use of Hankscraft Santation Grade Triethylene Glycol. Sells in one quart, blue and white tims, ordinarily sufficient for a month's supply.

Model 1129 \$1.95 per qt.



Fast Turnover on these Popular Hankscraft Items



WATCH FOR AD

BOTTLE WARMER

Warms milk to correct temperature, then shuts off automatically. Includes vaporizer attachment. Pink, blue or ivory finish.

Model 1013A \$1.95



IN FEB. 4TH POST

BOTTLE STERILIZER

Sterilizes 6 bottles and nipples in live steam as doctors recommend. Shura ill automatically. Cord, nipple iar and bottle tray included.

Model 872 \$4.95



VAPOR-MASTER

Delivers a steady flow of healthful steam for six hours. Shuts off automatically when water is gone. Quick, safe relief from colds.

Model 1082A \$9.95



EGG SERVICE SET

Cooks and serves delicious eggs right at the table. Includes automatic electric egg cooler, 4 colored egg cups, poaching dish and serving tray. Model 1003 \$2.78

Model 874 (egg cookeronly) \$5.96

HANKSCRAFT COMPANY . Reedsburg, Wisconsin

Washington Currents

CONTINUED FROM PAGE 12

committee investigating the problem of low-income families indicates that the unions figure their chances are now brighter.

One CIO economist stressed the following comparison of wage rates.

In 1932, the average industrial worker made \$17.05 a week, the average retail worker \$20.71. The retail worker's margin in his favor: 22%.

In 1948, however, the situation is reversed. The average industrial worker finds his wages up to \$54.14 per week, while the white collar retail employee makes \$39.83. The retail worker's earnings are 22% lower than those of the man in the plant.

UNION WINS RULING ON PICKETING TRUCKS AT STORES

It's a violation of the Taft-Hartley Law for a union to picket a store or plant in order to discourage the store or company from doing business with a trucking concern against which the union is striking.

But the National Labor Relations Board has handed down a decision which gives the powerful AFofL Teamsters Union a way of getting around this T-H ban.

The NLRB has just ruled that it is "primary action"—not a "secondary boycott"—for the union to picket where the truck of the struck company is making deliveries on pickups, even though it has the effect of pressuring the store or company to stop doing business with the trucking company.

The NLRB minority said that this decision in effect denies protection against secondary boycotts to all employers doing business with truckers.

The majority said, however, that picketing the trucks was the logical means by which the union could publicize its dispute with the trucking concern.

HOW TO GET CAPITAL FOR

Truman and his anti-trust aides keep chopping away at hig business as part of their program to give small business more opportunity. But in hearings held on the problem of get-

(Continued on page 16)



"WE'RE JUST LOOKING-WHO IS HE?"

1950 is the PHILCO YEAR in TELEVISION!

THE announcements made by Philco at the turn of the year A have been hailed by dealers everywhere as conclusive evidence that Philco, the industry leader for 19 straight years, is ready to assume its full role of leadership in television for 1950. Conclusive evidence, too, that the buying public may look to Philco . . . as they have over the years . . . for the value leaders of the television world!

At Every Price,

PHILCO CHALLENGES ALL COMPARISON

for Performance and Quality

Leadership in value is only one part of the 1950 Philco story in television. Leadership in performance, picture quality and dependability is an even greater and more important part. New circuit developments and a sensational new High Sensitivity Tuner give these new Philco models, at their lower prices, better performance than ever before . . . yes, performance that challenges all comparison at every price! And in addition, a rigid system of quality control that will reflect itself in lower service costs and satisfied customers for every Philco dealer.

The cue for television dealers everywhere in these new Philco announcements is that Philco is the line to concentrate on in 1950 . . . the line that simplifies your investment and gives you the biggest opportunity for television profits. Sensational values . . . unmatched performance . . . unsurpassed quality . . . unequalled consumer demand . . . yes, 1950 is the Philco year in television!

PHILCO for '50... **QUALITY FIRST!** Now Ready from Philco... Another TV Bombshell!



16 Inch "No Glare" Console Ensemble

Mahogany Veneer Cabinet

New Styling and Luxury

vision sets just announced by Philco. Big, 145 aq. in. picture, "No Glare" Optical System, and Electronic Built-In Aerial.



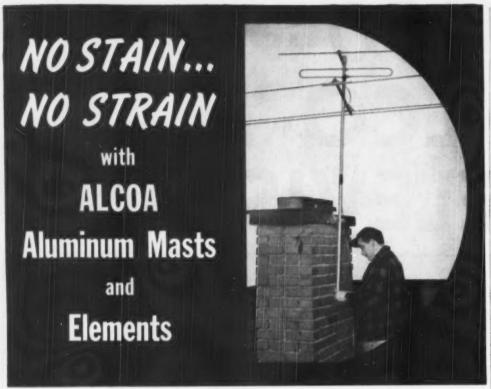
121/2 Inch Television Combination

Philco 1476W. Sensational value with 1234 inch picture and Philco 3-Speed Automatic Record Changer ... plays all records, all sizes, all speeds automatically, and with a single tone arm.

FM-AM radio. Electronic Built-In Aerial. Walnut veneer cabinet. Also, 1476-M in exquisite Mahogany.

Plus Tax and Warranty

*Prices slightly higher in South and West,



Elements of Alcoa Aluminum go up quick and easy, never stain houses with red rust streaks. Adaptable to the most ingenious design. Easily formed with standard equipment. Elements made of Alcoa Aluminum are practically standard in the industry. Contact the nearest distributor listed below for quick service on Alcoa Aluminum Tubing.

Masts of Alcoa Aluminum, Strong but light weight, they won't break your back hoisting them up to the roof. No plating or coating to wear off they're corrosion resistant all the way through.

You can get tubing for both masts and elements locally from your Alcoa Aluminum Distributor, listed below

For best results, always fasten aluminum with aluminum fasteners

from these BUY ALCOA ALUMINUM TUBING LOCALLY distributors

Atlants, Georgie • J. M. Toll Metal & Supply Co., Inc.

Baltimero, Maryland

• Whitehead Metal Products Co., Inc.

Besten (Combridge), Massachusetts • Whitebead Mutal Products Co., Inc.

Buffale, New York

Brace Mueller-Buntley, Inc.
 Whitehead Metal Products Co., Inc.

Charlette, North Carolina
• Edgcomb Steel Company

Chicago, Illinois • Control Steel & Wire Company

· Steel Sales Corporation

Cincinnett, Ohio

Williams & Company, Inc.

Cleveland, Ohio.

• Williams & Company, Inc.

Columbus, Obio • Williams & Company, Inc.

Ballas, Texas • Metal Goods Corporation

Detroit, Michigan • Steel Sales Corporation

Heaston, Texas • Metal Goods Corporation

Kansas City, Horth, Missour • Metal Goods Corporation

Les Angeles, California

• Bucommon Metals and Supply Go.

• Pacific Metals Company, Ltd.

Wilford, Coop. · Edgcomb Stoel of New England, Inc.

Newark, New Jorsey

• Whitehead Metal Products Co., Inc.

New Orleans, Louisiana • Metal Goods Corporation

New York, New York

· Whitehand Metal Products Ca., Inc.

Philadelphia, Pannsylvania

Edgcomb Steel Company
 Whitehead Metal Products Co., Inc.

Pittsbergh, Penesylvania

Williams & Company, 1

Pertiand, Bragon

Pacific Metal Company

Rochester, New York • Brace-Mueller-Bunti

San Francisco, California

Pacific Metals Company, Ltd.

Seattle, Washington

Pacific Metal Company

St. Louis, Missouri • Metal Goods Corporation

Syracuse, New York

Brace-Mueller-Buntley, Inc.
 Whitehead Metal Preducts Co., Inc.

Tolada, Ohio

oms & Company, Inc.

Tutsa, Oklahama • Metal Goods Corporation

ALUMINUM COMPANY OF AMERICA

1958B Gulf Building . Pittsburgh 19, Penna.

MODE - SMEET & PLATE - SHAPES, ROLLED & EXTRUDED - WHRE - ROD - BAR - TORING - PYPE - SAND, DE & PERMARKHT MOLD CASTINES - FOREINES - MPACE EXTRESIONS BLIEFFREAK COMBOCTORS - SCREW MACHINE PRODUCTS - FAMILIATED PRODUCTS - FASTERIES - FOR - ALBRINGIS - MAGNETION PRODUCTS





Washington Currents

CONTINUED FROM PAGE 14

ting more capital for small business, government tax policies are taking a beating.

For instance, the trust officer of the Huntington National Bank, Columbus, Ohio, told Senator O'Mahoney and his committee that his experience with estates convinced him that high estate and inheritance taxes are slowly but surely destroying small business.

Reason; heirs have to sell out in order to get enough to pay government inheritance tax claims. Proposals to up inheritance taxes more in order to help close the budget deficit would accelerate this trend.

The businessmen who make up the Small Business Advisory Committee to Secretary of Commerce Sawyer recently asked him to push for special tax consideration for small business. And the group also polished up again the idea that the government guarantee private loans to small business, in the same way that it now guarantees loans made to private individuals building or buying homes.

Senator O'Mahoney has said that unless private business finds some way of making more capital available to small businesses, the demand that the government do something about it would be "irresistible."

NEWS: UNION HELPS MANAGEMENT

The man-bites-dog definition of news has been illustrated in the appliance

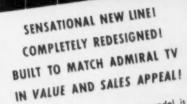
industry.

The International Association of Machinists has gone all-out to plug the products of the companies in whose plants its members work. Among the beneficiaries are Thor washing machines. Schick shavers

Both products have been plugged with large display ads in the union's own newspaper. And for Schick the union arranged a radio program with Connecticut's Governor Bowles, Schick's president, and the union president that publicized good labor relations-and plugged the product, too.

The union plans to run newspaper ads, too, plugging the company and product of other plants where they have good relations with the manage-





No mere "face lifting"! Each model is completely new and better . . . top to bottom . . . inside and out.

Admiral has retooled at tremendous expense to create a spectacular new sales
opportunity for you ... with more SPACE
per dollar, more FEATURES per dollar
than any other make.

With higher quality than ever and lower prices than ever, the new Admiral line is the streamlined dream line for 19501

A D M | RAL

Part In

Acmirci REFRIGERATORS AND RANGES

FIRST IN STYLING
FIRST IN FEATURES
FIRST IN VALUE

First in 50



TWO NEW 1950

Admiral

DUAL TEMP REFRIGERATORS

Nearly 50% more Storage Space! AT NO INCREASE IN PRICE!

No defrosting!

There are others that are new, but none so truly modern!

- Roomy, separate freezing locker quick-freezes at 20° below zero.
- · Full-length cold.
- Huge Moist-Cold Compartment keeps foods from drying out. No dish covers needed.
- No defrosting in Moist-Cold Compartment. No pans to empty. The exclusive Admiral Moistrol does all this automatically.
- Ultraviolet Sterilamp acts like sunshine. Retards mold growth. Kills "ice-box odors."
- Separate eye-level temperature controls for each compartment.
- Convenient new Dairy Drawer has sectioned compartment for 16 eggs, plus room for cheese and butter.
- Widely-spaced shelves in easy-to-clean, non-rusting aluminum.
- Deluxe ejector ice trays with easy-out releases freeze 56 cubes at a time. Extra storage tray gives additional ice capacity up to 18 lbs.
- Two sparkling clear plastic storage drawers...8 inches deep!
- Gleaming white porcelain interior with rounded corners for easy cleaning.
- Quiet, thrifty "Penny Pincher" power unit, backed by Admiral's 5-year protection plan.

Admirel Duel-Temp—Model 1390. Total storage: 13.5 cubic feet. Shelf area: 24.7 square feet. Freezing locker capacity: up to 84 pounds of frozen food. Sensationally priced.

Admiral Dual-Temp—Model 1090. Total storage 10.6 cubic feet. Shelf area 19.8 square feet. Freezing locker capacity up to 72 pounds of frozen \$39995 food. Sensationally priced

New, exclusive, full-length "Therme-Door." Heautiful, streamlined and strong Can't warp or buckle, no matter how humid the climate. New balloon-type gasket prevents cold leaks, makes one of the most perfect seals ever achieved. The Therma-Door is a feature of all the new 1950 Admiral Dual-Temp, Deluxe and



Prices subject to change without notice.

SEVEN NEW 1950

Admiral

MASTER and DELUXE REFRIGERATORS

Competitive Bombshells!

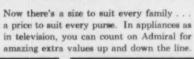
FULL WIOTH FREEZER! FULL LENGTH COLO!



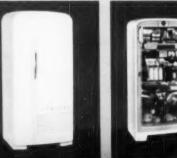
More SPACE per dollar . . . more FEATURES per dollar than any other make!

Look at all these beautiful new Admiral refrigerators! Compare them, feature for feature, dollar for dollar with competitive makes and you'll agree the Admiral line is first in '50!

Now there's a size to suit every family . . a price to suit every purse. In appliances as











14 Cubic Foot Admirel Deluxe is World's Most Specieus Home Refrigerster! Big enough to hold 11 bushels of food, but it won't crowd the kitchen, because the cabinet is only 5½ feet high and 2½ feet wide! Large, widely spaced shelves provide over 23 square feet of storage space. Freezer holds up to 72 lbs. of frozen food. Roomy freezer drawer, with Handi-Trey, provides additional low-temperature storage, holds 21 additional pounds of food or ice cubes. Two storage drawers. It's Deluxe in every detail! Model 1470.

\$33395

Sensetional Price Leader! 7 Cubic Foot Admirel Master!

It's the only refrigerator on the market that combines a full-width freezer and full-length cold at such a low price! New, streamlined, full-length Therma-Door. 13 different temperature settings. Widely-spaced shelves. Room for IT ibs. of frozen foods in the freezer chest... plus 12 more pounds in the freezer drawer. Gleaming porcelain interior with rounded corners for easy cleaning. "Penny Pincher" power unit, covered by 5-Year Protection Plan.

Model 750. Sensationally priced.

New Exclusive Admiral Features

- Freezer drawer-extra food or ice storage space
- Handi-Tray of clear plastic, fits in freezer drawer, makes it essay to remove or store food all at once.
- Therma-Door can't warp or buckle. Gives most perfect seal ever
- Extra deep storage drawers, big enough to hold large vegetables.



capacity: 9.1 cubic feet. Shelf area: 17.4 square feet. Frozen food ca-pacity: 37 lbs. in Freezer Chest, us 16 lbs. in Freezer Draw \$22995



capacity: 7 cubic feet. Shelf area:
13.9 square feet. Frozen feed capacity: 27 lbs. in Freezer Chest,
plus 12 lbs. in Freezer Drawer. Deluze trim and fittings throughout. \$21495

SIX NEW 1950 Admiral RANGES

Never Before, Features! So Many Features! NEVER SUCH LOW PRICES!



In Every Respect, the Finest Range in the World! In beauty, in simplicity of operation, in perfect cooking results ... no other range on the market can compare with this one. Flex-O-Heat controls provide unlimited selection of heat for surface units. New, exclusive timer automatically starts, times and stops the large oven, leftrear unit and appliance outlet. Wide, flat Monotube units for faster, more even surface cooking. Interval Timer.

Two fast-heating ovens with automatic pre-heat. Each oven has broiler and interior light. New, self-turning, self-basting Automatic Rotary Roaster is standard equipment. Cooks roasts and poultry to perfection on revolving spit. Built with the precision of a watch and the strength of a battleship, it's the best that money \$34995 can buy. Sensationally priced.



Admiral Electric Range—Deluxe Model T-2. Flex-O-Heat controls. Exclusive, simplified Flex-O-Heat controls. automatic timer, plus Interval Timer. Dual-purpose "Pop-up" unit for Deepwell or surface cooking Large, fast-heating oven with automatic pre-heat and broiler. Three large storage drawers and warmer. Automatic Rotary Roaster and Deepwell Pressure Cooker optional at extra cost. \$2895
Sensationally priced.



Admiral Electric Range - Model 204. Ideal size for small homes and spartments. Four aize for small homes and spartments. Four surface units. Full-size oven. Seven-speed heat controls. Sensationally \$14,995



Admirel Electric Runge - Model 360. Beautiful, efficient, amazingly priced! Divided top. Seven speed hea trols. Full-size oven Large shelves for storing utensils. Deepwell cooker \$16995 Sensationally priced



Admiral Electric Range -- Daluxe Model 71-2. two ovens. Seven-speed heat controls. In-terval Timer. Two storage drawers. Auto-matic Rotary Roaster optional at \$29995 extra cost. Sensationally priced.



Admiral Electric Range—Deluxe Model T-1. Seven-speed heat controls. Large oven. Interval Timer. Three storage drawers and warmer. Deepwell cooker. Automatic Rotary Roaster optional at ex. \$2495 tra cost. Sensationally priced.

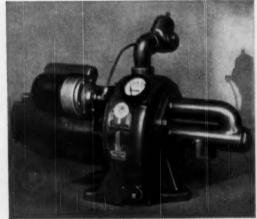
Announcing a NEW RAPIDAYTON Jet Pump LINE



Deep or Shallow Well Pump—Several Sizes

Deep Well Pump-Several Sizes





Shallow Well Pump—Several Sixes

Bigger Range of Sizes! Better Design! More Saleability!

Here's a line of jet pumps that enables you to give any customer just what he needs. It's new, it's modern and it's eye catching! Includes horizontal and vertical type jet pumps as well as horizontal and vertical tanks.

Consists of one basic design. A simple conversion feature adapts all models for either shallow or deep well service as needed.

Also includes a tank mounted "Package System" for both shallow and deep wells.

Impellers in entire line are one piece of perfectly balanced bronze casting, and can be removed easily from pump case. This design gives higher capacities, by converting the velocity head, created by the rotating impeller, into usable pressure.

Some good dealer franchises are still open. Don't lose a minute in getting complete details on this exciting and profit-making new line,

Fill out coupon and mail it TODAY!

300	WEBSTER	STREET,	DAYTON, OHIO			
Yes,	I want	complete	information a	nd prices o	on the ne	w RAPIDAYTO
Lin	of Jet	Pumps.				
NAM	i					

Here's why we say:

G-E Irons will lead

Roll out the red carpet for the new General Electric Iron Line . . . the line with the easy-to-sell features . . . designed right . . . priced right . . . the line that will continue to outsell all competition!!



Restyled! Budget Model! Fully automatic, and streamlined! Full 2714-square-inch ironing surface. Cast iron soleplate. Weighs 415 pounds. Double button nooks and thumb rests, Cast-in Calrod* Heating Unit.

To Round Out the Line: Handsome G-E Travel Iron. Folds into a unit just 2 inches high . . . weighs only 2 pounds . . . yet has 20-square-inch ironing surface. Operates on both a-c and d-c. Slips into a neat cloth case. Including Federal excise tax. \$7.95



again in 1950!



4 out of 5 women say they prefer General Electric Irons to any other make!!

ENOUGH SAID! You don't have to be sold on General Electric Irons any more than do the majority of American women!

We think you will agree—from your past experience—that the way to sell the most irons is to

concentrate on the irons most women want. Don't delay another minute!

Order America's fastest-selling Irons through your distributor now! General Electric Company, Bridgeport 2, Conn.

*Registered Trade-mark

You can put your confidence in-

GENERAL ELECTRIC

GO DORMEYER WITH MORE NEW PRODUCTS **MORE AGGRESSIVE PLANS FOR 1950**

MORE New Products ... MORE New Features ... MORE New Promotion Than Ever Before



COMPLETE FOOD-FIXER (Model 4200)

Includes Electric Grinder at no extra cost. Complete Grinder, Juicer, Mixer - \$39.95* Guaranteed.

Yes sir! It will pay you in greater profit opportunities, increased turnover, and customer satisfaction to feature the DORMEYER Food-Fixer! Tell your customers, "You dial it, Dormeyer does it!" ... with 10 recipetested speeds. Women love its rich kitchencolor harmony . . . truly, the most beautiful mixer ever designed. Remember, Dor-MEYER is the first to introduce grinding. juicing, and mixing attachments, all in one complete LOW PRICE UNIT!



COMPLETE MEAL-MAKER (Model 5000)

Includes Electric Grinder at no extra cost. Complete Grinder, Juicer, Mixer-\$31.95* Guaranteed.

"Leading the field" with another DORMEYER sensation! The Meal-Maker hits the market as a sure seller! Multispeed control insures better grinding, juicing, mixing results. Light-weight and portable mixing head can be used anywhere in the kitchen. AC or DC. No turn-table change necessary with "Clik-Mix" arm. Meal-Maker offers more attractiveness, convenience; modern teardrop streamlining a help to easy cleaning!

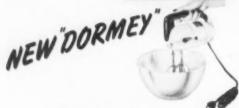


THE BUDGETEER (Model 4900)

Low Cost. Big Mixer performance. \$19.95† Guaranteed.

And now, the newest DORMEYER . . . "The Budgeteer"! Assure yourself more mass market sales with this latest, low-cost, highquality DORMEYER! Loaded with performance: 3-speed horizontal mixer; new "lift-

off" motor (no triggers) multiplies usefulness; light-weight with balanced portability for greater kitchen use; modern teardrop streamlining! Order today and hypo your sales with "The Budgeteer"!



PORTABLE FOOD MIXER (Model 4900-D)

Makes Every Pot and Pan a Mixing Bowl! \$14.95† Guaranteed.

TERRIFIC DEMAND ITEM! Easy to use and store. Popular-Priced . . . natural for small homes, apartments. All purpose, full-powered, low-priced, completely capable. Not a gadget. "DORMEY" Portable offers: 3 recipe-tested speeds; super-powered 110-120 volt AC-DC motor; two beaters. New "DORMEY" assures fast turnover and greater profit for you.

*Denver and West, add \$1.00. Denver and West, add 50c

FASTEST MOVING PROMOTION PLANS EVER TO HIT THE INDUSTRY



The cream of the nation's magazines-LIFE and the SAT-URDAY EVENING POST - are your selling partners. Big DORMEYER color ads, reaching more than 400,000,000 readers, will make it easier for you to close more sales - quicker!

Promotional schedules planned around Mother's Day, June Bride Promotions. Sales impact built from one top buying season to another!

DORMEYER is promoted on major radio and television shows to millions of customers on "Queen for a Day," "Ladies Be Seated," and other national favorites! A socko prestige and sales builder for your DOKMEYERS!

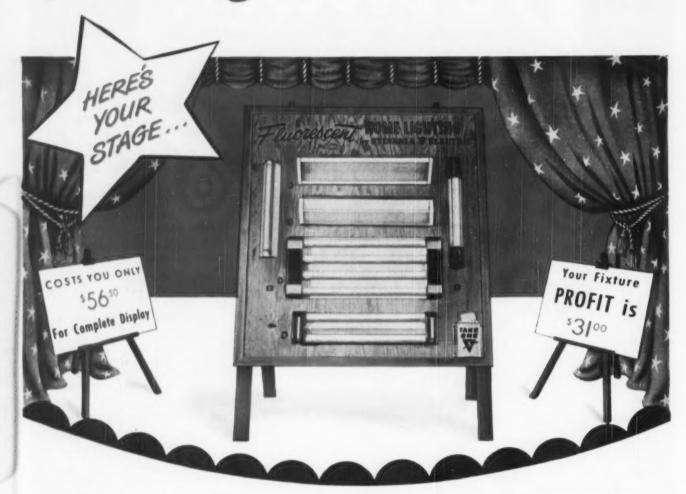
DORMEYER'S powerful merchandising plans will build extra sales for you! DORMEYER consumer mail tie-ins and merchandising folders will beat a steady sales tattoo throughout 1950.

ETR The BUY-WORD in Appliances

DORMEYER CORPORATION, 4300 North Kilpatrick Avenue, Chicago 41, Illinois . Canada - Fox Agencies Limited, Port Credit, Ontario



Set the stage for BIGGER SALES



FLUORESCENT AT ITS FINEST!

Start cashing in today on Sylvania's "All Star" Residential Fixture Promotion. Sylvania's attractive display board shows this hand-picked assortment of our most popular, fast-selling fluorescent fixtures to their greatest advantage. Mounted on this 4' by 5' display board, they'll sell faster than ever before!

The board is shipped to you complete with all the fixtures mounted and wired. Just unpack it and set it up in any convenient spot on floor or wall. Plug it in . . . the lamps will light up and so will your customers' eyes. Fluorescent at its finest means good profits for you!

COMPLETE PACKAGE OF LIGHT FOR EVERY HOME USE!

The Sylvania "All Star" Cast includes fixtures for every room in the house. Each lamp is smartly styled . . . and extremely useful.

GOOD HOUSEKEEPING SEAL OF APPROVAL! The high quality of every Sylvania Fluorescent Fixture is backed by the famous Good Housekeeping Seal of Approval.

PLUORESCENT LAMPS, FIXTURES, WIRING DEVICES, SIGN TUBING; LIGHT BULBS; PHOTOLAMPS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES



SYLVANIA

with SYLVANIA'S "ALL'STAR" cast!



ELECTRIC

Sylvania Electric Products Inc.		
Advertising Dept. L-2202		
500 Fifth Avenue, New York 18,	N. Y.	
Gentlemen: Please have my S		
send me full details about the	Residential Fir	tture Promotion.
send me full details about the	Residential Fir	tture Promotion.
	Residential Fir	tture Promotion.
NAME	Residential Fir	tture Promotion.



You get the most results when it's a fifty-fifty proposition
—as any retailer who handles Post-advertised
merchandise well knows. For The Saturday Evening
Post measures a perfect fifty-fifty — half its readers
are women, half are men! They're prosperous pairs,
too. More than 70 per cent, for example, own their own
homes. Between them they are producing a lot of
business for stores that feature Post-advertised goods.



-where there's a woman for every man!

The BEST
and the BIGGEST
use

COMMERCIAL

CREDIT SERVICE

Of the many millions of home appliances sold "on time" all over America, more are financed on the Commercial Credit Plan than through any other national financing company.

The leaders use Commercial Credit service because it has more advantages for both buyer and seller than typical financing arrangements.

Many of today's leading distributors and dealers attribute a large part of their success over the years to the cooperative spirit and friendly help of the Commercial Credit people who serve them locally.

Commercial Credit service will help you, too, to increase your volume and profit in time-payment sales.

Ask your Commercial Credit representative to give you the full details.



Helps Dealers Make

More SALES • More PROFITS

More

SATISFIED CUSTOMERS

COMMERCIAL CREDIT CORPORATION

A Subsidiary of

Commercial Credit Company Baltimore, . Capital and Surplus Over \$100,000,000

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

ELECTRICAL MERCHANDISING-FEBRUARY, 1950

PAGE 29

Announcing WORLD'S the newest WORLD'S

Featuring the automatic Electronic Servant—7 amazing services—no increase in prices!

Nearing the million mark, General Electric Clock-Radios reach an all-time high in popularity. Now, with more features per dollar than any other radio made, G-E Clock-Radios with the new automatic Electronic Servant are headed for sensational new sales records. What other radio wakes you to music, lulls you to sleep, turns appliances on and off (coffee-makers and a dozen other electric appliances), tells time even in the

dark, is an accurate G-E electric clock, a finetoned radio and an electronic reminder? Here's radio's hottest item that knows no season! What a natural for red-hot promotion—and it's ready for you now! If you want to share in this success, don't lose a minute in getting the whole story from your G-E radio distributor, or write to

General Electric Company, Receiver Division Electronics Park, Syracuse, New York.



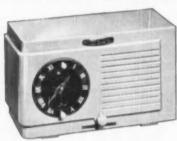
CLOCK-RADIO5



Medel 508—Performs all 7 amazing services. This new, deluxe G-E Clock-Radio comes in a bleached mahogany plastic cabinet. \$39.95°



Madel 505—World's most useful radio in a rich rosewood plastic cabinet. Performs all seven amazing services. Note the same low price. \$34.95°



Medel 501—G-E "Wake-up-to-music" Clock-Radio, If you doze off, it buzzes until you do get up. G-E electric clock has luminous hands. Lovely ivory plastic cabinet. \$31.95°

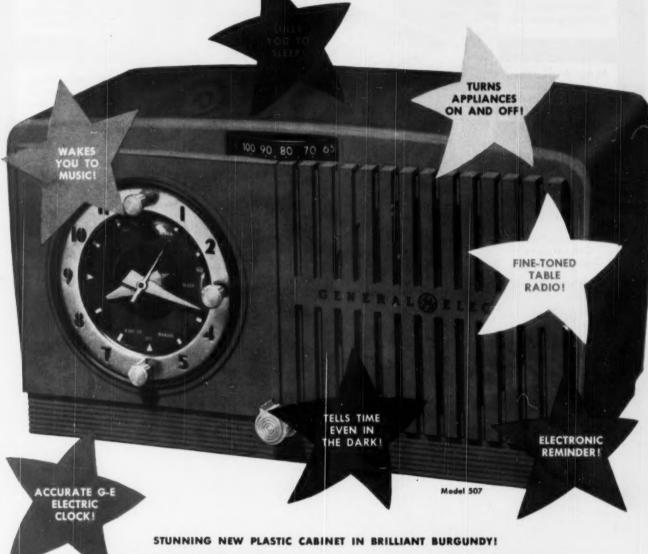


Model 506—All 7 sensational services of the new G-E Clock-Radio in a smartly styled ivory plastic cabinet. \$36.95°



Medel 500—Same General Electric "Wake-up-to-music" Clock-Radio as Model 501, left, but in a handsome rosewood plastic cabinet. G-E price leader—tremendous value. \$29.95*

MOST USEFUL RADIO



All 7 features of the world's most useful radio . . . all the beauty, the sales-appeal of a cabinet in stunning burgundy plastic. Radio has G-E Dyna-

power speaker, built-in antenna, superheterodyne circuit. G-E Electric Clock has luminous hands and dial markings. Model 507. \$35.95*

You can put your confidence in_

GENERAL



ELECTRIC

Handy Freez-Basketholds proper amount for quick freezing.

Convenient Storage Compartment—for packaging materials.

Sturdy Welded-Steel Construction-Certified Insulation-Baked-On Enamel Finish.

Hermetically-Sealed Compressor-5-year warranty.

Temperature Control Knob-Warning Light -below.

Pressure Lock Catcheasy, positive action seals in cold.

Self-Balancing Safety Lid-finger-tip opening and closing, stays in position.

Adjustable Wire Dividers—simplify systematic arrangement.

Exclusive Center Plate Coil-for freezing efficiency-minimizes condensation.

Recessed Base—for toe room-perforated for ventilation.



30 cu. ft. Upright 12 cu. ft. Upright 18 cu. ft. Upright

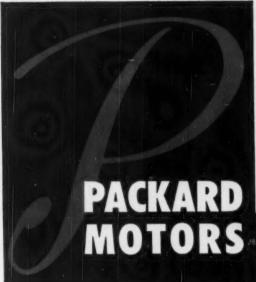
YOU CAN SELL against any competition with Harder-Freez! Exclusive new Center Plate Coil and 14 other major features make Harder-Freez an unusually fine value - a strong competitive item. Made by Tyler experienced in food refrigeration. Territories still open.



18 cu. ft. Chest

EM-2

Distributors - Dealers write or wire TODAY! TYLER FIXTURE CORP. HARDER-Freez Div., Niles, Mich. THE ECONOMICAL THE HOME FREEZER by TYLER



Your assurance of superior fractional horsepower performance

You can count on Packard fractional horsepower motors to provide top performance and dependable service. They will build customer good will . . . increase the value and trade acceptance of your products.

That is why more and more manufacturers of motor driven appliances and equipment are turning to Packard motors. They recognize Packard's outstanding performance record . . . a reputation for uniform quality manufacture—the result of 33 years devoted to the production of fractional horsepower motors.

Take advantage now of Packard's more than three decades of motor building experience. Specify Packard fractional horsepower motors for your products. They are your assurance of lasting satisfaction and superior performance!





Packard Electric Division, General Motors Corporation, Warren, Ohio

DEPENDABLE APPLIANCE MOTORS FOR THIRTY-THREE YEARS

Sales Sensation of the Year... New Zenith "Black" Tube Television



Of Course, Zenith Has a Built-In Antenna—
the Amazing "Picturemagnet"— Plus the New
Super-Sensitive Circuit—Giant-Picture Screen
and Many Other Zenith "Firsts"

\$26995°

Plus Federal Errise Pag.

New Zenith "Adams"

An unprecedented value in television entertainment. With new Glare-Ban "Black" Tube—television's greatest picture improvement! Has "Big B" Giant Circle Screen and sensational new "Picturemagnet" built-in aerial. Plus Zenith's exclusive One-Knob Automatic Tuning and convenient Duo-Picture Control Switch. In handsome cabinet of genuine mahogany veneers.

ZENITH TELEVISION

New Zenith "Lincoln"

Quality television at its finest! New Zenith Glare-Ban "Black" Tube – gives greatly improved picture clarity in lighted rooms. With "Giant C" Giant Picture Screen and Zenith's exclusive built-in "Picturemagnet" aerial. Simplified One-Knob Automatic Tuning and convenient Duo-Picture Control Switch. An exquisite console in genuine mahogany ve-

Plus Federal Exeme Ta



Never before have there been such amazing television improvements available to you as in these new Zeniths! Zenith† gives you pictures with great depth and detail—photographic realism. Sensational Zenith Glare-Ban "Black" Tube (Blaxide) greatly increases picture clarity—eliminates objectionable blur and glare. And now in many primary areas, Zenith exclusive built-in "Picture-magnet" eliminates need for a separate aerial inside or out.

Yes, of course Zenith has a Built-In Antenna-

PLUS These Sales-Proven Zenith Features

- * One-Knob Automotic Tuning—one (wist brings in station, picture, sound. Does automatically what on many other sets takes up to 5 or 6 manual tuning operations.
- * "Gated" Automotic Gain Control -- Zenith's exclusive, automatic protection against "picture flutter."
- * Genuine Armstrong FM Sound—the FM of the experts. Glorious toned, static-free, even in worst storms!
- * Gient Circle Screen with Picture Control—gives you a choice of circular or rectangular pictures at the flick of a finger!

Zenith has the great values

ZENITH TELEVISION



ZENITH RADIO CORPORATION 6001 W. Dickens Avenue, Chicago 39, Illinois

New Zenith "Van Buren"

Television FM-AM Radio-Phonograph Combination. With new Glare-Ban "Black" Tube and "Big B" Giant Circle screen. Has Zenith's new built-in "Picturemagnet" aerial plus exclusive Duo-Picture Control and Simplified One-Knob Automatic Tung. Marchless radio reception with Zenith's new super-sensitive FM and famous Long-Distance AM. Revolutionary new 3-Way Cobra¹ Tone Arm and Record Changer plays all records, all sizes, all speeds—automatically! All exquisitely combined in a superb "Queen Anne" cabinet of genuine mahogany veneers.

Plus Federal Excise Tax



OSuggested retail prices. West Coast prices slightly higher. Prices subject to change without notice

Heur

STAND-OUT VALUES

A COMPLETE PRICE RANGE
FRESH, EYE-CATCHING BEAUTY
FASTER, GENTLER WASHING
MECHANICAL EXCELLENCE
A LIFETIME GUARANTEE

The big eye-filling, sales-building Duchess is made by the world's largest manufacturer concentrating production and sales on wringer type washers only. This specialization brings greater manufacturing efficiency plus the economies of big production volume. That's why the Duchess is a better value on any direct comparison. That's why your Duchess discounts are better, too.

NONE BIGGER NONE BETTER AT ANY PRICE

WASHERS

APPLIANCE MANUFACTURING CO.
ALLIANCE, OHIO

Date the Duchess for Good Times in '50

MODEL 90

MODEL 80 \$10995

MODEL 50

ELECTRICAL MERCHANDISING-FEBRUARY, 1950

Win with

Contest for your customers

Most Miss Wink. Millions of Americans

will see her picture when Westinghouse launches its huge advertising program April 15. Contestants buy 3 bulbs and complete a jingle. Writers of best 477 jingles automatically win prises and get chance to name Miss Wink for bonus

Hestingho

YOU'LL SELL MORE BULBS! YOU'LL MAKE MORE MONEY! YOU'LL WIN MORE TRAFFIC!

-if you tie in with this

Nho is Miss Wink?

CONTEST April 1 to May 31

Again Westinghouse rings the bell with a new consumer contest that promises to give your Westinghouse lightbulb sales another big boost. It is called the "WHO IS MISS WINK?" contest,

It is called the "WHO IS MISS WINK?" contest, and it features one of America's most popular celebrities! Yes, here's a contest that again will cause people to look for and insist on the Westinghouse brand. Official Westinghouse records show that in the recent Westinghouse contest, dealers from all parts of the country gained sales increases up to 100%.

house contest, dealers from all parts of the country gained sales increases up to 100%. SO, ACT NOW! CUT YOURSELF IN! IF YOU'RE NOT NOW CARRYING THE WESTINGHOUSE LINE, MAIL COUPON TODAY!

Westinghouse

PAGE 36

FEBRUARY, 1950-ELECTRICAL MERCHANDISING

Westinghouse Another CASH CONTEST FOR

LIGHT BULB DEALERS

\$3500. CAS

You Can Win As Much As \$1000 133 PRIZES-ALL CASH Get Started Now!

Westinghouse is going all-out again to make the "Miss Wink" contest promotion extra profitable for dealers. Besides the contest for your customers, there's a special cash contest for you... for dealers only. It's easy, too. Here's how to enter.

- 1. Set up "Miss Wink" display material 1. Set up "Miss Wink" display material in your store and windows. Place bulbs and entry blanks in high-traffic locations, such as check-out equater. Use other means to publicise the contest, such as newspaper ads, special exhibits, eards, truck advertising, etc. Have your salescople tell customers about the contest. Make your displays clever and forceful.
- 2. Write a statement on a plain piece of paper in 100 words or less on the subject: "How the Miss Wink Contest Helped Our Store Sell More Westinghouse Light Bulbs." Be specific; give figures showing sales increase. Describe all the ways you promoted contest. Include your name and the name and address of store. Mail entry to: Westinghouse Miss Wink Dealer Contest, Box 1080, New York 46, N. Y. Entries must be postmarked not later than midnight, June 15, 1950, to be eligible.
- 3. Submit at least one photograph show-

sure to place your name and the name and address of your store on the back of all photographs submitted. All photo-graphs submitted become the property of the Westinghouse Electric Corporation.

- 4. Prizes will be awarded on the basis of 4. Prizes will be awarded on the basis of originality, interest, concreteness, and comprehensiveness. In case of ties, dupli-cate prizes awarded. All entries become the property of the Westinghouse Elec-tric Corporation and none can be returned. Entries will be judged by a board of impartial contest experts, THE REUBEN H. DONNELLEY CORPO-BATION. Decision of the judges is final.
- 5. This contest is open to all Westing-house lamp dealers and their employes.

PRIZE NEXT 5 PRIZES. MEXT 25 PRIZES NEXT 100 PRIZES

ME STORY	th	is
Cash Sales B	in on the	Promotion.
Sales B	Compose	Today!
Sona	,,	, a

LAMI																						
WES	TING	HOU	ISE	EL	EC	T	RIC	. (C	RF	O	RA	TIC	MC								
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City.						* *									 	Sto	ite			 		
																						M-

see why this unique machine can do more for you!

This is more than a cash register. True, it gives you the protection and information that can be had only from a modern cash register. But it also gives you the convenience and economy of a built-in adding mechanism that can be used at any time without disturbing your cash register records.

And it records Charge Sales, Received on Accounts, and Paid Outs.

Ask your local National representative to show you how this National "200" will fit your business . . . will give you the detailed, accurate records you need . . . will cut your record-keeping costs.



Here's an easier way to keep better records!

Steps Mistakes — Saves Time — Figures in indication panel show price of each item and total. Machine automatically adds items, preventing mistakes in addition, and speeding customer service. Records amounts from 1g to \$999.99, Gives protective supervision over all prices charged and control of all money collected.

Sales automatically grouped — Classification keys automatically separate sales into as many as eight classifications — by departments, selling employees, services, commodities, or other desired classifications. Quickly adapted to any need or use.

All records under lock and key— Five-position lock, controlled by proprietor's key, protects recards and accumulated total.

Descriptive keys — These keys can be used to identify selling employees, to print sales-slip numbers, or to show quantities, weights, sizes, brands, stock numbers, code numbers, etc, Especially valuable for inventory control.

Extra large cash drawer — Seven cain and four bill compartments. Free-gliding, roller-bearing construction prevents binding and sagging. Removable, plastic cain tray permits balancing cash in private.

Sational
CASH MICHITIES - ADDING MACHINES
ACCOUNTING MACHINES

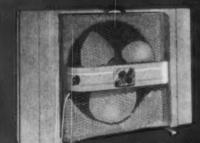
THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO



YOU Bet! you'll be ahead of the game...with the Leader Line for '50

New Lau "Niteair" 20-PW

the fun that accomplishes mugic.



completely interchangeable





portable fan

This averaging new billionist five is completely flurished imply the is early, eachily too the argumentary. Fair are convenient in home or utilize. Handlest fun you've seen!

window fan

to shall pends are adjustuse to \$14 may vindow up to 37 white. Collector that Revolutionary and highest



LAU NA-18-W

NEW 1950 "Niteair" Window Fan . . . priced to sell profitably at 39.951 A powerful window exhaust fan far any room. Has adjustable white plastic side expanders, fits windows up to 38" wide. Close mesh roor guard . . , 1/15 M. F. motor, variable speed switch. Prost green baked enamel finish . . . 22" square, 7½" deep . . . wt. 25 lbs.



LAU NA-24

NEW 1950 "Niteals" Window Fans, 24 and 30 in, sizes, with chalce of hi-speed or 2-speed motors. Compact, quiet, efficient powerful enough to cool many rooms. White rubber cushioned feet. Adjustable steel panels for installation in windows up to 40" wide. Close-mesh guard for 100% safety.



LAU "FILTER-BREEZ"

Lau helps you sell more

Your COMPLETE Sales Portfolio . . . to help make this your biggest fan Selling Season in historyl Ads. radio, televisian, displays, direct-mail, posters, car cards, publicity, demonstration techniques . . all included. Ask your jobber about it! You will like it!

Get this sales portfolio FREE



see your jobber or write today for full details

THE LAU BLOWER COMPANY

Dayton 7, Ohio

It's a nationwide BEST SELLER"



because it cooks
EVERYTHING
best!





COOKS COMPLETE MEALS all at one time!

The amazingly versatile NESCO Model 126 Roaster with time clock and cabinet accessories



IN one extremely compact unit—surprisingly low priced—this beautiful Nesco Model 126 Roaster gives your customers all the advantages of fully automatic electric cooking! Its clean, fast, all-around heat brings out the flavorsome best in just about any kind of food. Mrs. Homemaker can enjoy "Nescomatic Cooking" every day.

No fumes, no dirty, greasy walls, no excess moisture. Meat shrinkage is less. Kitchens stay cool. Cleaning is far easier. Completely automatic time control accessory provides extra leisure. And finally, "Nescomatic Cooking" is truly economical!

These time-saving, work-saving features, plus quality construction and the world-famous Nesco name, make Model 126 a "best seller". You can sell it with or without cabinet. Are you getting your share of the profits this advanced Nesco Roaster is creating?

NATIONAL ENAMELING AND STAMPING COMPANY

Executive Offices: 270 North 12th Street, Milwaukee 1, Wisconsin Sales Offices. Merchandise Mart, Chicago - 200 Fifth Avenue, New York - Candier Building, Atlanta Ambassader Bidg., St. Louis - Western Merchandise Mart, San Francisco









STEWARTEWARNER

Huge 121"
PICTURE TUBE

"OFM"

"FM

"3 Speed"



PULLALL THESE EXCLUSIVE

FEATURES!



3 SPEED PHONO Plays all sizes, all preds—automatically!

> Here's the greatest merchandising opportunity in the television field! Complete family entertainment at the price of television alone! And it's being featured in Stewart-Warner's powerful advertising campaign NOW! Act today!

> > 25 YEARS LEADERSHIP IN RADIO AND TELEVISION

\$349⁹⁵

SLIGHTLY HIGHER

Sensation!

Channel-Eye Tuning

1 Click — and amazing lighted eye instantly spots channel or station call letters! No more searching in the "dark" for TV stations!

EXCLUSIVE

Uni-Panel Control

Imagine! Everything centered on one easy-to-use panel! TV, AM-FM Radio and 3 Speed Phona! Quick, automatic, accurate!

00000

Dyna-Power Chassis Added power assures clearer, brighter,

Added power assures clearer, brighter, sharper pictures from unheard-of distances! 27 tubes plus 3 rectifiers.

Miracle Turret Tuner

Provides reception of proposed U.H.F. channels by quick adjustment! No converter is needed!

Picture Quality

Compare Stewart-Warner picture quality see the amazing difference! The brighter, sharper picture that defies comparison with any other set—at any price!

See Your

STEWART WARNER

Distributor Today!

Built-in Aerial

Compactly located inside Mahogany
Cabinet. Cannot be seen from exterior.
Eliminates costly installation.

Stewart-Warner Electric Division of Stewart-Warner Corporation, 1826 Diversey Parkway, Chicago 14, Illinois

America's Most Outstanding Truck Values —with more power than ever!

Here are the models to make motor-truck history. These new Chevrolet P·L trucks are advance-designed for the heaviest loads, the roughest roads, the lowest cost per trip.

They are far ahead in popularity, performance, payload, price—and they are the *most powerful trucks Chevrolet has ever built*. There is a P·L truck for every trucking job and every one is a real leader on the job.

Chevrolet Motor Division, General Motors Corporation Detroit 2, Michigan

Leading with all these PLus Features:

TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Load-Master and the Improved 92-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load
THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response
DIAPHRAGM SPRING CLUTCH for easy action engagement
TYPICH FOR TRANSMISSIONS for fast, smooth shifting
HYPOID REAR AXLES—5 times more durable than spiral bevel type

DOUBLE-ARTICULATED BRAKES—for complete driver control
WIDE-BASE
WHEELS for increased tire mileage
ADVANCE-DESIGN STYLING with the
"Cab that Breathes"

BALL-TYPE STEERING for easier handling
UNIT-DESIGN BODIES—precision built.

P*L*

ADVANCE-DESIGN TRUCKS

Popularity Leaders Official truck registration figures for 1949 show Chevrolet trucks preferred over the next two makes combined—proof of the owner satisfaction they earn through the years.

Performance Leaders
The new Chevrolet P.L trucks give you high
pulling power over a wide range of usable road
speeds—and on the straightaway, high acceleration to cut down total trip time.

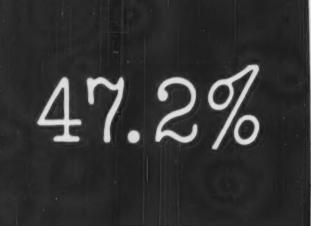
Payload Leaders The rugged construction and all-around economy of Chevrolet P-L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per top per mile.

Price Leaders The Chevrolet truck line is the very lowest-priced line in the field—saves on initial cost. What's more P-L trucks give owners dollar and cents savings in maintenance and operation.

CHEVROLET







of the women customers in your store

are readers of LADIES' HOME



They are pre-sold

on products advertised in the magazine they believe in! From March 1949 to Feb. 1950 your brand headliners were:

ADMINAL DUAL-TEMP REPRICERATION A ARVIN AUTOMATIC ELECTRIC IRON A ARVIN AUTOMATIC TOASTER AND ELECTRICAL APPLIANCES ARVIN RONING TABLES ARVIN PORTABLE ELECTRIC HEATERS

CALORIC GAS RANGES
CASCO STEAM & DRY IRON AND
CASCO ELECTRIC HEATING PAD
CROSLEY ELECTRIC RANGE
CROSLEY ELECTRIC WATER HEATERS
CROSLEY FREEZER

EASY SPINDRIER ELECTRE STEEM ROOM HUMIDIFIER ELECTRE STEEM VAPORIZER

FRIGIDAIRE AUTOMATIC WASHERS *FRIGIDAIRE ELECTRIC RANGE

eg.e automatic toaster g.e automatic washer g.e refrigerator a home freezer g.e refrigerator and refrigerator. Freezer combination

G-E REFRIGERATORS

GIBSON ELECTRIC RANGES AND REFRIGERATORS
GIBSON ELECTRIC REFRIGERATOR,
HOME FREEZER AND ELECTRIC RANGE
GIBSON'S REFRIGERATORS
GILBERT FOOD FIXER
GILBERT WHIRL BEATER

HAMILTON BEACH FOOD MIXER WITH MIXGUIDE HAMILTON BEACH MIXER AND MIXETTE HARDWICK GAS RANGE HARPER CENTER SIMMER BURNERS HOOVER CLEANERS HOOVER IRON

HOTPOINT ELECTRIC BANGES INTERNATIONAL HARVESTER

INTERSTATE COMPACT VACUUM CLEANER JOHNSON'S WAXES AND WAX ELECTRIC

RITCHENAID MIXER AND RITCHENAID ELECTRIC COFFEE MILL RITCHENAIDS

NITCHENAID.

N.M. NOME ELECTRICAL APPLIANCES.

N.M. LIQUIDIZER & N.M. PRODUCTS.

N.M. POP-UP TOASTER AND.

ELECTRICAL APPLIANCES.

& H AUTOMATIC ELECTRIC RANGE LEWYT VACUUM CLEANER

LEWYT VACUUM CLEARER
MAGIC CHEF GAS RANGES
MAYTAG WASHERS
MET.-L-TOP IRONING TABLE
MIRRO ALUMINUM UTENSILS
MIRRO-MATIC ELECTRIC PERCOLATOR
MIRRO-MATIC PRESSURE COCKER
MONITOR AERATOR WASHER
MOTOROLA TABLE RADIO

NESCO ELECTRIC ROASTER
NESCO ELECTRIC ROASTER AND RITCHEN
UTENSILS AND CONTAINERS
NORGE GAS RANGE
NORGE BEFRIGERATOR NUTONE DOOR CHIMES

PHILCO REFRIGERATOR PRESTELINE ELECTRIC RANGES
PRESTO COOKERS

RID-JID IRONING TABLES AND LADDERS RIVAL PRODUCTS ROYAL VACUUM CLEANER

SEW-GEM ROTARY ELECTRIC SEWING MACHINE SUNBEAM COFFEEMASTER SUNBEAM IRONMASTER SUNBEAM MIXMASTER

TAPPAN GAS RANGES TELECHRON ELECTRIC CLOCKS

THERAPLATE TOASTMASTER HOSPITALITY SET TOASTMASTER POP-UP TOASTER TOASTWELL ELECTRIC TOASTER TRACY CUSTOMIZED HITCHENS

UNIVERSAL BEAM-O-LITE IRON UNIVERSAL COFFEEMATIC
UNIVERSAL ELECTRIC BLANKET
UNIVERSAL MIXER & JUICER AND
UNIVERSAL PRODUCTS UNIVERSAL WASHERS

WEST BEND ALUMINUM GIFTS FOR THE HOME WESTINGHOUSE HOME APPLIANCES WESTINGHOUSE LIGHT BULBS WESTINGHOUSE ROASTER OVEN WHIRLPOOL AUTOMATIC WASHER WHITE SEWING MACHINE

YOUNGSTOWN KITCHENS

ZENITH RADIO-PHONOGRAPH ZENITH RADIO-PHONOGRAPH & TELEVISION ZENITH TV RADIO-PHONOGRAPHS, TELEVISION CONSOLES AND RADIOS

Are you ready for this profitable Store Traffic? STOCK - PROMOTE - DISPLAY - ADVERTISE these brands!

Only Gibs III Electric Ranges

GIVE YOU

THE TOP SALES FEATURES!

You Know What Cooks ...
You Know What Sells ...

COUNT 'EM!



PERFECTED
PUSHBUTTON COOKERY

| Women | Want

Women Want

WTOMATIC COOKS

2 HOT WALL OVENS With Consealed

Women Want

Over Unite! both Speed Oven and Banquet size. It's new, it's botter—more capacity, closes. It makes the Best Cook Sotter. Ni-Speed

HI-WIDE FLUORESCENT LIGHTING-

puts light INTO, not merely ONTO the plantils.

Women Want

CONCEALED

OVEN VENT

Through a woman's eyes, GIBSON'S GOT EVERYTHING. Not just a few wanted features, but ALL of them. Look at ranges HER way and you'll see why Gibson means quick volume. The big season is at hand! Get in touch now with your Gibson Distributor or directly, make top profit with Gibson!

Women Want Women Want

PORCELAIN EXTERIOR . . .

tap, front, sides. Replacoable interchangeable and panels

... and All the Other Features Women Want ALL at Less Cost. More Profit!

Model H ... Suggested Retails \$36955

GIBSON REFRIGERATOR COMPANY Greenville, Michigan

DO IT THE EASY WAY . . . SELL GIBSON!

Models to Fit Every Kitchen, Every Purse, Every Family's Need



Model A-3 Suggested Retail: \$15495



Model C Suggested Retails \$17995

DOWN it's a 2100-watt deepwell—cooks a full



selfs array Gib Model E

Lowest-priced Pushbutton Range. Suggested Retail: \$2799

Copyright 1980, ibasa Refrigerator Co.

RCA /ICTOR announces...

Recordings of the World's Greatest Music and Artists at ALL Phonograph Speeds!

RCA POLICY

- make available to the public RCA Victor's unsurpassed library of the WORLD'S GREATEST ARTISTS AND MUSIC recorded for all record players: 45-rpm; 78-rpm; 331/2-rpm.
- 2. To give the public RECORDINGS of finest ARTISTS and the finest
- To achieve through our instruments and the finest possible musical REPRODUCTION.
- 4. To make available to the public the achievements of world-renowned scien-

tists and engineers at work in the RCA laboratories. Through scientific research and development they created the in-comparable "45 system." Through further progress they have also succeeded in including the same matchless tonal qualities in the new and improved RCA Victor long-playing records.

Radio Corporation of Ame



The "45" is here to stay and is destined to lead all other types of recorded music.

We will continue to record both classical and popular selections on the 45-rpm records.

The "45" meets the demands of music lovers, who want their tunes and songs on single disks, easy to select and simple to play.

It offers the world's greatest music and the finest artists, reproduced with the highest

So great has been the American public's acceptance of RCA Victor's new 45-rpm system-the greatest advance in 50 years of recorded music-that today, only nine months after its introduction-this revolutionary advance has set a new standard of musical enjoyment in the phonograph field

Never in the history of the record industry has a new development moved ahead so fast in so short a time! In recent weeks, sales of "45" records soared to a rate of more than 20,000,000 a year, and the new record players were being sold at the rate of 65,000 a month.

Still we were unable to keep up with the public demand for these new records and players. We are now expanding our manufacturing facilities to meet this growing de-

These figures tell a story of outstanding success for the unmatched tone quality, cor venience and economy of the "45".

It is a smashing triumph in recorded music!

78-RPM RECORDS

In the interest of millic of homes still equipped for playing such records, and as long as there is a demand for them, RCA Victor will supply a complete catalog of conventional 78-rpm records. Every new selection will be available on both "78" and "45" disks.

331/3-RPM RECORDS

To serve those music lovers who wish to play certain classical selections on long-playing records, RCA Victor will introduce on or about March 1, a new and improved, unbreakable long-playing record (331/3-rpm) made possible by an exclusive RCA Victor processmethod which insures high quality and tonal fidelity.

Selections from our musical library suitable for long-playing records will feature such great orchestras as the Boston Symphony under Koussevitzky and Munch, the Boston Pops and Arthur Fiedler, the NBC Symphony under Toscanini, RCA Victor Chorale and Orchestra under Robert Shaw, the San Francisco Symphony Orchestra under Pierre Monteux, Leopold Stokowski and his Orchestra, Igor Leopold Stokowski and his Orchestis, ac-Stravinsky, and such outstanding recording artists as Licia Albanese, Marian Anderson, Jussi Bjoerling, Alexander Brailowsky, Mischa Elman, Eileen Farrell, Heifetz, Vladimir Jussi Bjoering, Alexander Brahowsky, Mischa Elman, Eileen Farrell, Heifetz, Vladimir Horowitz, Jose Iturbi, Allan Jones, William Kapell, Dorothy Kirsten, Fritz Kreisler, Wanda Landowska, Mario Lanza, Jeanette MacDon-ald, Dorothy Maynor, James Melton, Yehudi Menuhin, Robert Merrill, Nathan Milstein, Paganini Quartet, Jan Peerce, William Primrose, Artur Rubinstein, Set Svanholm, Gladys Swarthout, Ferruccio Tagliavina, Blanche Thebom, Leonard Warren and Whittemore

As new recordings are made, from time to time, they will be available as appropriate additions to the long-playing repertoire.

Orders are now being booked for delivery

VICTROLA* PHONOGRAPHS

The RCA Victor 1950 line of Victrola pho-nographs and radio-television combinations nographs and radio-television combinations includes instruments that play all three speeds —45, 78 and 33½-rpm. All of these 3-speed instruments feature an independent "45" record player in order that the fullest advantages of "45" quality and simplicity can be excluded.



The RCA "45" Gives You

UNMATCHED TONE QUALITY

The 45-rpm record has the finest tone quality in the history of the phonograph art. Only the "quality zone" of the record's surface is used, and the music comes to you completely free of distortion and surface noises. There is a full range of sound—clear and brilliant.

MUSIC YOU WANT IT

One of the fundamentals of musical enjoyment is selectivety; complete freedom of choice is what you hear. And that's what you get in RCA Victor's "45." You buy and you play "The Music YOU Want When You Want It!" It's simpler, it's more satisfying, and it saves you energy, time and money.

The "45" has the widest possible range of

rme '45' has the wicest possible range of musical selection—popular, classical, folk, mu-sical comedy—whatever the music lover wants. The present "45" catalog numbers more than 2,000 selections, and is growing daily.

Moreover, RCA Victor is producing scores of old favorites from the conventional 78-rpm catalog on the new "45's."

WORLD'S FASTEST RECORD CHANGER

The "45" record player contains the fastest and simplest automatic changer ever developed. Operating within the central spindle post, changer handles up to ten records with a time lapse of only 5 seconds between each one. It is slient, and it connot damage your records. It is silent, and it connot damage your records. Moreover, there is no needle to change, for the player uses the famous RCA Victor "Stient Sapphire" permanent point pick-up.

Operation of the "45" player is simplicity itself! Just stack ten records on the spindle and, with the touch of a button, you can enjoy

more than fifty minutes of music without touching the player again.

CONVENIENCE AND ECONOMY

Because they are the first record and record player ever designed to go with each other, the elements of the RCA Victor "45" Victrola system provide a new measure of convenience for the nusic lover. The player attachment is small and

The "45" record is made of non-breakable vinyl plactic, wafer-thin and only 6% inches in diameter. And they are all the same size, making for ease and convenience in storage. Each record has a longer playing life—up to ten times as long.

times as long.

The smallness and lightness of the new "45"s" enable a new degree of speed and economy in their distribution. This means a better record at less cost to you!

See the RCA Victor "45." Hear It! And you too will enjoy muste at its recorded best!

PIONEER AND WORLD LEADER IN RECORDED MUSIC

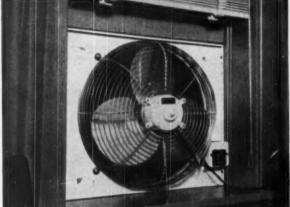
Start the NEW Year Right with Signal

NEW Products ...

Here's news about new things from Signal . . . NEW Profits good news for you because it's good news for your customers! Exciting new products they want . . profitable products you'll want to handle!

NEW Signal

Electrically Reversible 12" and 16" **Window Fans**



WR-122 Reversible Window Fan-This wonderful, all-purpose fan is the fastest selling unit you'll over have customers calling for. A flick of the switch brings in fresh cooling air from the outside—or, turning switch to exhaust position immediately clears the room of smake or unsavery adors. Switch, one-speed each direction, mounted on panel. Fun has 12" blades, ivary baked enamel finish. Delivers 800 C.F.M. Induction, panel. Fon has 12' blades, ivery baked enames noise. Described a pole, non-radio interfering capacitor type reversible motor has perous, bronze composition cilless type bearings.

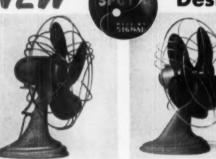
WR-162 Reversible Window Fan—Signal's heavy-duty dual-purpose unit. Two speeds each direction—switch mounted on panel. Capaciter type reversible meter. 16° six blade fan delivers 1500 C.F.M.

W-101 Window Fan—Definitely a sales leader! Telescopic panel assures snug fit in any standard window. Motor is induction type, non-radio interfering, 30-60 cycle, 110-120 volts. 1-speed switch in cord; 10° blade; delivers 550 C.F.M. Every, baked enamel finish.

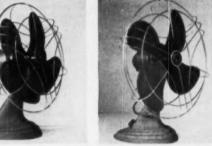
W-121 Window Fan—For grader oir in motion, your customers will want Signal 12 model which delivers 800 C.F.M. Powered by Induction 4 pale, non-readio Interferin motor, 50-60 cycle, 110-120 volts. Bearings are persus, bronze composition, ellier type, self-oligning with wool-packed all reservoirs. Baked enamel Ivery finish.

W-201 Window Fan.—To round out this customer-approved line of Window Fans, Signal offers the power-packed W-201 with the 20° blade which delivers 2200 C.F.M. This 3-speed breeze maker is ideal for night cooling—eliminates necessity for expensive installations requiring wiring, carpenter work, etc. Same beautiful finish and Signal-quality mechanical features.

Desk Fans . . .



single-speed escillating fan. A unit that obviously gives the customer more tan finish with bright polished guard.



Model 1649 Desk Fan-Signal's 16' oscillating fan. Popular priced . . . opalescent Windsor Green finish with three-speed escillating fan. more-speed oscillating ran. The last word in quief, desk fon performance ... a value head and shoulders above competition. 3-speed rotary switch located in base. Finish is beautiful opelescent Windsor Groon with bright polished guard. Designed Right!

Eye-appealing beauty has genuine customer appeal.

Built Right!

Sell 'em and forget 'em—no costly repair problems.

Priced Right!

Quick turn-over at a handsome margin of profit.

There's a brease to please every one of your customers / and Year 'Round Profits with the Cash Register Ringing Signal Line!

bright polished guard.

For a New Year of new profits, be resolved to get full details on the complete Signal line . .

Signal

SIGNAL ELECTRIC MANUFACTURING CO. DEPT. A-11. MENOMINEE, MICHIGAN MAIL THIS COUPON TODAY!

Yes, I'd like to know more about the Signal Line! Sand your new, fully illusnated 1950 Fan Catelog.

City

SELLING FEATURES GALORE!

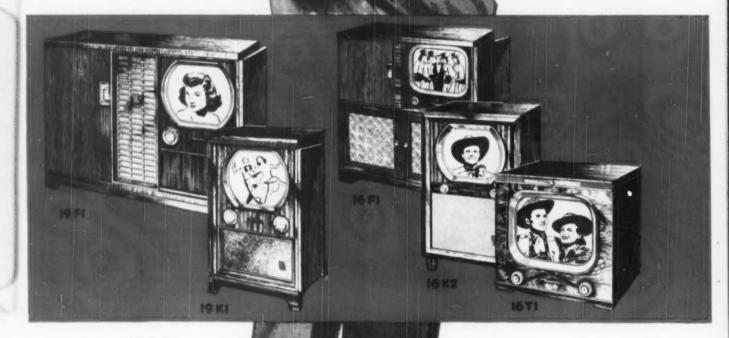
NO OUTSIDE ANTENNA

New BILT-IN-TENNA eliminates rooftop antenna in good signal areas. No adjustment necessary. In weaker signal areas, outside antenna can be offached.



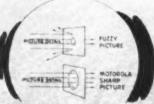
the Best is now

Better



Motorola's brand new 1950 TV is the hottest line in the industry! Dozens of extra-value features plus those listed at right make it the mostwanted, fastest-moving television line yet developed. Motorola blankets the entire market with 8½" to larger-than-life-size 19½" screens... original cabinet designs in both period and modern Furniture Styling... prices to fit every man's budget. Contact your distributor now!

BRAND NEW 1950



INCREASED PASS BAND

The pass band has been increased to 3.7 megacycles for improved picture definition and sharpness.

NEW RF AMPLIFIER TUBE New Radio Frequency Amplifier Tube inhibits picture fadingassures better "fringe area" operation.



NEW DIODE DETECTOR TUBE Circuits have been stabilized at

peak efficiency by a new Diode Detector Tube.

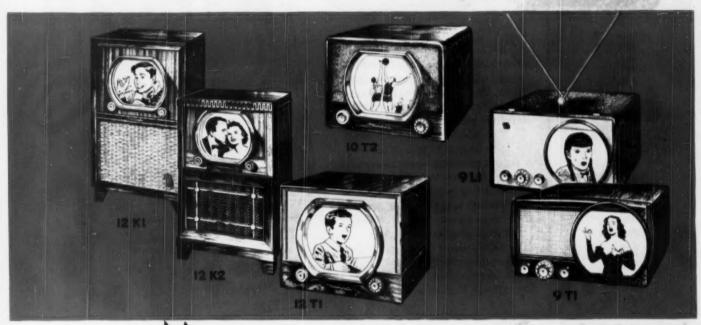


NEW RF STAGE-NEW SENSITIVITY

Increased sensitivity is now provided with a new improved RF stage and a newly developed Converter Circuit.



than ever before!



Motorola TELEVISION



ONLY 2 SIMPLE CONTROLS Just two controls-turn set on-

select your station—that's all!



NEW "FLYWHEEL" A.F.C. SYNCHRONIZATION

A new Automatic Frequency Control circuit operates like a flywheel - holds picture steady through noise and signal strength changes.



NEW TUBE MOUNTING

Picture tube is cushioned by additional rubber supports to reduce sheck and minimize breakage.

CONTACT YOUR MOTOROLA DISTRIBUTOR NOW! . MOTOROLA INC. . 4545 Augusta Bivd., Chicago 51, Illinois



• Throughout the year, Lyon advertising will appear in BETTER Homes & Gardens, American Home, House Beautiful, House & Garden -a combined audience of more than 20 million people.

This advertising makes it easier for Lyon dealers to sell. It actually seeks out prospects-gets names of people who are interested in building or remodeling right now. Then followup literature tells them why it will pay them to go direct to the Lyon dealer.

Let us give you up-to-date information about the Lyon Kitchen Cabinet dealership-and our directto-dealer price plan-shipments from strategically located warehouses.



this Helpful Booklet

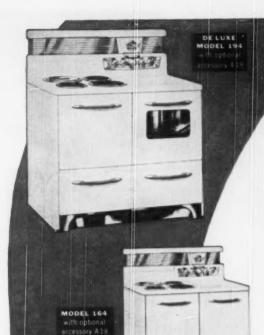
Whether you are building, remodeling or just adding a cabinet or two to your kitchen, you will find that this booklet contains valuable planning information. It will help you select the kind of units that will give you the most in lasting satisfaction for every dollar you invest.

LYON Metal Products, Incorporated Dept. 50, 247 Monroe Avo., Answa, Illinois trop, as, or semine are, name, name, to the please send me a copy of your booklet on Kitchen Planning. Enclosed is 10s to cover mailing cost. (No stamps, please)

A PARTIAL LYON

METAL PRODUCTS, INCORPORATED

General Offices: 221 Monroe Avenue, Aurora, Illinois Factories: YORK, PA., AURORA, ILL., CHICAGO HEIGHTS, ILL. Warehouses, Branches and Dealers in Principal Cities



10.1007

"MAKING SALES" IS NOT ENOUGH...

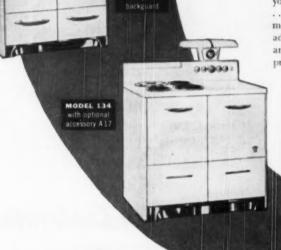
Keep your profits up with

FLORENCE

Electric Ranges

Feature the line that gives you a satisfactory margin-plus features that make customers buy

• These days your operating costs are higher — so you need the higher profit Florence offers — the bigger pay-off on every sale. Important, too, you need the selling advantages Florence gives you . . . the Florence reputation for quality . . . Florence beauty . . . Florence accessories with their trade-up opportunities . . . the more-for-the-money features that clinch sales on your floor. In addition, count on the traffic-building power of Florence national and local co-op advertising . . . a complete, 'round-the-calendar program to bring prospects in so you can sell them.



MODEL 164





0000

LOOK! YOU CAN OFFER WIDE VARIETY
WITH A LOW INVENTORY







You need just 6 basic models . . . plus these optional accessories . . . to give you an impressive line of eighteen ranges. Here's your chance to satisfy

any taste . . . to trade up . . . to greatly increase sales volume . . . with an amazingly low inventory. Put these Florence advantages to work for you.

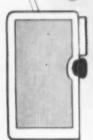
GAS RANGES • LP-GAS RANGES • ELECTRIC RANGES • OIL RANGES
DUAL-OVEN Combination RANGES • OIL HEATERS • GAS HEATERS

● FLORENCE STOVE COMPANY... General Sales Offices and Plant: Gardner, Mass. Mid-Western Plant: Kankakee, III.
Southern Plant: Lewisburg, Tenn. Other Sales Offices: One Park Avenue, N. Y.: 1452A Merchandise Mart, Chicago;
419 Western Merchandise Mart, San Francisco, Cel.; 53 Alabama Street, S.W., Atlanta; 301 No. Market Street, Delias.

Florences
RANGES AND HEATERS

years Ahead Win

Coolerator



PUTS THE MOTOR ON THE BACK TO HOLD MORE FOOD-TO SAVE MORE SPACE-TO GIVE YOU MORE TO SELL ON EVERY SCORE!

MORE CAPACITY IN LESS SPACE

MORE

SQUARE FEET

MORE

INTERIOR FLEXIBILITY

MORE

KINDS OF

The brilliant new Coolerator for '50 is an entirely new kind of refrigerator. Only 28' wide-less than 58' hightaking only 5.1 sq. ft. of floor space-yet it provides a full 9% cu. ft. of safe low cold refrigeration.

Coolerator's "years ahead" design not only provides the maximum in capacity with Space-Thrifty compactness, but it also assures the utmost in usable area. The 934 cu. ft. models provide a full 20 sq. ft. of shelf area.

Coolerator's spacious interior is a marvel of engineered convenience. Magic Select-O-Shelves are instantly adaptable-adjustable-to meet ever changing storage needs. The Sliding Snack Basket keeps small articles snugly packed-always visible-right at your finger tips. Fullwidth Crisp-O-Lator provides loads of moist cold storage.

"Freezer" Cold with temperature 'way below freezing in the 40 lb. Freezer-Chest to keep ice cream frozen firmto store frozen foods safely-and to freeze lots of ice cubes in a jiffy. Quick Chilling Cold "Just Below Freezing" in the adjustable Chill-R-Ator to chill beverages, salads, FREEZING COLD desserts-or to store extra ice cubes.



A leader in the deluxe QUEEN-923 cu. ft. of safe cold. Four other great Coolerators range in size from 7 to 9 2 3 cu. ft. and offer exactly the right combination of features, capacity and price to give you a real competitive advantage in every segment of your market.

You'll Sell MORE Make MORE With Coolerator

NOW-A 7-HEAT PUSH-A-BUTTON **AUTOMATIC ELECTRIC RANGE**



electric range at a price that's right for modest hudgets. That's the combination which makes the deluxe, Automatic Caplerator Regal the "hottest" model in the industry. New fingertip surface cooking flexibility plus a score of other nevel features make the Coolerator Regal a pleasure to demonstrate—and a "Natural" to sell.



Every consumer survey indicates a constantly growing demand for big capacity Space-Saver Refrigerators. Coolerator meets the requirement exactly. Coolerator gives you the finest "Leader" and the best natural "Step-Up" in the industry. These years ahead" Coolerators are backed with a hard-hitting national advertising program and local promotions geared for volume sales. And Coolerator's generous margins assure you a legitimate profit on every sale.

THE COOLERATOR COMPANY

Duluth 1. Minnesota

Chicago Offices - 11-107 Merchandise Mart



SALES CONTESTS increase volume an average of 22 percent. In 20 percent of all contests studied recently salesmen exceeded their quotas.

HOW TO RUN A SALES CONTEST

Run right, sales contests can introduce new lines, build sales in slow seasons, stimulate lagging products, or close out old models without markdowns-and they increase sales an average of 22 percent

BY ARTHUR ROBERTS

C ALES contests are back in the merchandising picture.

A recent field study conducted by the writer revealed that dealers are again turning to a method of building business that was commonplace before the war and fell into disuse only during the postwar sellers' market. Dealers using the device today report that it is still a profitable business booster. They also report that there is more to running a sales contest than announcing one. The mere launching of a

sales contest is not enough. It must be run right-and this means planning. Getting an idea for a contest at nine o'clock in the morning and announcing it at noon does not augur for success. One must think it through beforehand from every angle, claim dealers who are using it successfully. In all cases reviewed, the successful contest made use of these six factors.

PURPOSE. The ultimate purpose of

but those experienced with such promotions find that better results are obtained when the goals are specific, such as introducing a new line or a new product, increasing the average unit sale, building sales in slow seasons, increasing sales on lagging lines to offset markdowns or to close out old models at regular prices before new models are introduced.

DURATION. Too long a contest the sales contest is to build volume, gets tiresome. Interest flags and it is

hard to sustain it. Too short a contest doesn't give the men a chance to get started. This is particularly hard on the men who are slow starters but good finishers. In the appliance field, contest should run no longer than six weeks, no less than four weeks. Some dealers ran contests lasting up to three months and stated that it was hard to keep interest high.

If properly planned, contests without a specified length may get results.

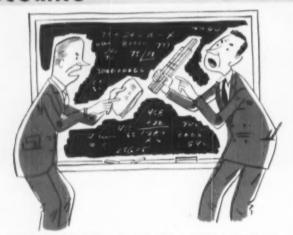
(Continued on next page)

PURPOSE



EYERY SALES CONTEST should have one primary objective -- such as closing out old models at the regular price prior to the introduction of a new line.

SCORING



SCORING PLANS must be fair, simple and easily understood, Involved plans till interest, cause arguments and bitterness, may endanger the campaign.

DRAMATIZATION



WISE MANAGEMENTS know that dramatization takes contests out of the humdrum of day-to-day sales work and apportion it over the contest to keep interest up.

PRIZES



TOP PRIZES should be substantial enough to encourage contestants to make all-out efforts to win. When in doubt, give cash: all salesmen like it.

QUOTAS



QUOTAS should be figured individually for each salesman. Don't ask men with little experience and poor areas to do as much as veterans with rich areas.

DURATION



TOO LONG a contest gets tiresome. Salesmen can't maintain a peak of enthusiasm indefinitely. Their interest flags and is difficult fis revitalize.

HOW TO RUN A SALES CONTEST (continued)

A mota is set: then when it is achieved the contest ends and awards are made. One dealer planned a contest to last eight weeks, but added \$50 to the prize money for each week under eight weeks in which the goal was reached. The contest lasted just four weeks and added \$200 to the awards.

SCORING. The three most successful scoring plans studied were:

(a) Increase in straight dollar volume for which the high man or men are given awards.

(b) Increase in sales of specific products or group of products.

(c) Points for different products, the lowest priced units with lower margins receiving fewer points than the higher priced units carrying larger margins. This puts the selling em-phasis behind higher-priced units. The scoring plan must be fair to all contestants or they lose interest. It must be simple. Involved plans making it hard for salesmen to figure their position tend to kill interest and cause arguments. A progress chart on a blackboard or bulletin is essential. Salesmen want to know where they stand from week to week.

OUOTAS. Prizes just for the high men are not always wise. Often salesmen do a big volume in a contest because they are veterans with years of experience or they have a sizable backlog of live prospects in their kits. The newer men or men with less lucrative leads or territories have little chance to compete. To give all a chance to win, those experienced with sales contests use two methods of establishing quotas:

(a) Quotas are figured individually for each man based upon his sales record of business done during the prior 12 months, his average sales per month during this period and his sales for the period during the prior year corresponding to the period covered by the contest. This gives a good perspective on the salesman's average productivity. If he is a new man, base the quota on your experience with the productivity of new men under similar circumstances. Base all quotas on the salesman's average, plus an increase. Do not base quotas on slow-season months unless the contest is to stimulate sales during slow seasons, and get your figures from the prior year years, using them as a base upon which to build contest quotas. If you base your quotas on slow-season months and run the contest in busy seasons, the men will make their quotas too easily. Some dealers discontinue contests during slow seasons; others stage contests only during slow seasons and say that they are topflight sales stimulators.

(b) Set a quota and time limit, then pay off as quotas are reached by each contestant, usually with added bonuses for quick termination. Those not making quotas at the expiration date receive no awards. Some dealers, know-

ing that all salesmen will put some extra effort into a contest and feeling that the losers may be disgruntled if they win nothing after making an effort, offer the low men consolation prizes, but, in general, this plan has been found wanting. If the awards are substantial, the winners get peeved; if they are inconsequential, the low men do not appreciate them. Quotas must be reasonable, not too high, otherwise, the contestants, finding it too hard to make the goal, will give up trying.

The factors governing quotas vary o much that no one can offer specific figures to follow in setting up these goals. The fixing of quotas is a matter largely determined by the selling organization, its size, efficiency and prior activity, the type of products sold, the awards, other contest costs and business judgment. Our survey work sheets show that dealers increased normal sales an average of 22 percent for the contest period. Quotas were exceeded in 20 percent of the cases reported. In one case, the dealer exceeded the quota by 50 percent.

AWARDS. Usually big prizes suggest long contests; small prizes, short ones. Salesmen will not work two months at contest speed to earn a few dollars more. Top prizes should be substantial enough to induce contestants to exert themselves to win. Runnersup should have a chance to win something. Cash, travel and merchandise are good awards. Cash is best. Salesmen work harder when offered cash awards.

DRAMATIZATION. It sugarcoats the pill to inject showmanship into a contest. The salesmen are taken out of the humdrum of sales work and it seems more like play. Methods of dramatization are so varied that we can offer only one example. One dealer ran a sweepstakes contest, gave each contestant the name of a horse, which was chalked on a blackboard laid out in the form of a racing chart. Each sale chalked up brought the contestant nearer to the finish line. Winners were offered a trip to Bermuda. Bulletins and literature dealing with the trip were posted on a bulletin board, postshowing Bermuda scenes were mailed the contestants with the old bromide, "Wish you were here," written on them.

Unless interest is maintained in this way, a contest will lag if it runs over a week. Many contests start with a bang and end with a pop because the management does not use showman-Books, sports, the movies and timely topics are sources of dramatic material. When interest lags, needle the contest with more showmanship or terminate it. Interest wanes when a contest is not properly planned. Wise managements plan their dramatic material beforehand and hold some of it in reserve in case interest lags.

The topnotchers will usually keep the pace because they sniff the prize The stragglers need money. needle. All the men should exert themselves or results will be below par. If the pace lags, a special prize for high man of the week is a good revitalizer. A slogan helps. Seasonal themes put human interest in a contest and help dramatize it. During the baseball season, many contests are tied in with baseball themes. Everything dealing with a contest should reflect the theme.

Don't Run Too Many

Salesmen lose interest when a management runs too many contests. Do not run more than two or three a year. If too many contests are run, the salesmen feel they are being "milked" for business. Besides, it wears them down. This is particularly true if the dealer uses the contest as a substitute for advertising. Don't let your salesmen do all the promotional work. Use direct-mail and newspaper advertising to help them sell. When they see that you are cooperating, they will work harder and get better results. One dealer reported 35 percent better results when he advertised during a contest than when he ran a similar promotion and did not advertise.

Do not tell the men beforehand that there is to be a contest or they may hold off closing live prospects in order to get a big volume during the contest period. Give them ample time to understand the rules, however, and see that there is no letdown after the contest. To minimize this hazard, managements end contests with sales meetings or dinners where awards are given with speeches extolling the benefits derived from maintaining the pace set. It doesn't pay to be paternalistic these days, yet, there is a tendency for salesmen to let down after a contest and this should be minimized.

Best results will be achieved if a dealer develops beforehand a wellworked-out plan to maintain interest.

Centest Profit Statement INT. 3 to May Ft. 1950

Contest quota		Actual
Less normal sales for pariod	-	-
Increase in sales	•	
Cost of increased sales (purchase for re-sale)	COLD COLD COLD COLD COLD COLD COLD COLD	
Margin earned on increase volume sold-		
Soling salaries and expense Cost of salaries contest, bulletine, dramalization material, etc. Additional advertising expense in connection with contest		
ee Total contest expense [deduct from margin]		L
Net profit on contest		

econly the expense connected with the volume idded to normal volume in considered. For the purpose of measuring the success of a contest, the normal business expenses are united because the normal volume in the quota figure should cover normal expense.

contest quota is the total of normal sales for a prior period pl normans for the contest period. The costs consected with this i sed volume are shown on the contest profit statument.

Claming Street Dis Verse Dales Destern April J to Mar F. 1750

Name of	Seles-prior	laim-everage	In live-seen.	Content	Baru	in to	410.1510.1510	Tetal	Averde
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planning spect filed may with the ownest profit ate for reference when planning exhausters to beater.

HERE'S HOW to plan a sales contest on paper beforehand to estimate profit possibilities and record costs after the contest. Keep these records as reference sheets when planning subsequent contests. They will help you run them successfully. Contests run without records cannot be managed efficiently any more than a business without books.

DISHWASHERS DOOR-to-DOOR

Dealers for G-E Appliances, Inc., Los Angeles, not only moved 80 percent of their portable dishwasher stocks in two months, but also gained invaluable first-hand knowledge of how to keep and pay commission salesmen, how to approach prospects, and how to tell a convincing dishwasher sales story



The Planning for the Los Angeles house-to-house campaign involved heads-together coordination of G-E Appliances' S. B. Maher (left), manager; W. S. McCall, portable dishwasher sales manager; and G. A. Lloyd, general sales manager.

THE first G-E house-to-house sales campaign in Los Angeles since before the war (1940) has seen underway since August.

The item: G-E portable dishwasher. The results:

1. Of the 150 prospective salesmen who answered the first seven-line ad, 30 percent backed out when they learned it was a house-to-house campaign. But of those who remained, 90 bercent were willing to work on straight commission, no guarantee demanded.

 Few women applied for door-todoor jobs, but two who did—and finished salesmanship courses—are doing well.

3. About 75 percent of the house-wives would listen to the salesman; 25 percent slammed their doors. But half of the door-slammers stayed long enough to hear the name of the local dealer whose salesman was calling.

4. In two months of house-to-house canvassing, 75 percent of G-E Appliances, Inc.'s entire portable dishwasher stock has been sold to dealers, and 80 percent of the dealers' stocks are now in customers' homes.

 Often times a demonstration of a portable dishwasher led to the sale of a major appliance; television sets and ironers went best after the dishwasher.

This seven-line ad brought 150 replies: "Salesman—So. Calif. distributor will place & train salesman to sell exciting new G-E appl. specialty with its auth. dealers in So. Calif." The distributor discovered that the average dealer still shudders at the idea of getting back to house-to-house selling; and that even if he is enthusiastic about it he often doesn't know how to go about organizing crews to do the job.

Bill McCall, sales manager in charge of dishwashers for G-E Appliances, says that the biggest problem at the beginning of the campaign—and in some cases still bothersome—was the dealers. They had to be "conditioned", he said, because they sometimes neglect the important job of maintaining the salesman's enthusiasm. A salesman, especially if he is to do house-to-house selling, needs daily-just-after-breakfast doses of enthusiasm. A daily pep talk is an important ego builder as well as a sales builder and an essential part of crew training.

Dealer Stimulation

Getting the salesman's enthusiasm aroused, however, also meant getting the dealer himself thoroughly sold on the idea. Many dealers were somewhat reluctant to accept the idea because it meant extra effort.

That is one reason why G-E Appliances, Inc., took over the job of qualifying salesmen, training them and then sending handpicked door-to-door men out to dealers.

G-E Appliances started off the early August promotion—the campaign really got underway toward the end of August—with a meeting for 700 Los Angeles area dealers and their wives.

Almost daily, eight to ten dealers gathered around the breakfast table for intimate chats on the coming campaign, reviewing prewar door-to-door techniques, thinking up new ones. First discussed was the portable dishwasher sales story; next, the "nut and bolt" story, how it works mechanically.

A weekly salesman training school was set up, with two one-day sessions each week and sometimes one at night. About 90 prospective salesmen attended the sales classes; from these, the crew chiefs were picked.

Crew leaders were, and still are, a chief problem. As Steve Maher, G-E. Appliances' general manager, admits, "The average salesman today, a product of the war or just after, hasn't been educated to the hard deal of door-todoor selling."

Crew leader turnover is still high. Of every ten salesmen trained two remained when the course was finished.

Door-to-door selling proved again as before the war—that the housewife, despite her desire to be rid of dishwashing labor, is essentially a prospect whose interest must be awakened. When she comes to the door she has little thought of dishwashers; it's the salesman and his pitch that create a desire for the product.

Get Into the Kitchen

The campaign's first goal: To get the salesman into the kitchen. Once there, whether he sold a portable washer or not, he'd have a chance to look around, spot other needs. Getting into the kitchen was the hardest, yet some salesmen got demonstrations one out of four times, perhaps half that many sales.

One skeptical dealer put four portable dishwashers out for 10-day demonstrations. His sales results: an automatic dishwasher, an automatic clothes washer, a refrigerator, and one portable dishwasher.

The 10-day free trial proved the most effective sales technique, not only because the customer got a chance to use an electric appliance, but most important, because it gave the salesman an excuse for frequent visits. Almost without exception, no sale was consummated during the first demonstration. As many as five or six calls were necessary in some cases—with three to four calls the average.

The 10-day free trial offer had a sales gimmick. The machine was delivered for trial with a red tag telling the housewife she must wait for a demonstration before use. A shiny electrical dishwasher standing in her kitchen arouses curiosity. It builds up suspense.

This first demonstration proved to be the salesman's most important, G-E discovered. It was here that the machine's proper use was shown— and here also where about half the salesmen either made sales of other G-E appliances, or lost the chance altogether.



The Training was conducted by McCall (left), who not only taught approximately 90 prospective salesmen how to demonstrate and sell, but also kindled enthusiasm among dealers and helped salesmen in the field with tough prospects.



The Approach, aimed at getting the dishwasher into the kitchen, proved ticklish part of selling operation. Salesman George Hersh (left) and Bob Swanson, assistant G-E sales manager, get a customer on the parch, offer demonstration.

If the Los Angeles door-to-door canvass showed nothing else, it proved that the demonstration—particularly the first—is the single most important period. Expert demonstrations brought almost uniformly good results.

"To be successful," says Bill McCall, "the salesman must give a good demonstration."

Help from an Expert

McCall made himself available to all salesmen—offering to visit housewives who had asked that the machine be removed. McCall took with him the salesman who'd failed to connect. Here's what McCall discovered:

 Usually, the housewife had asked to have the machine removed because she wasn't convinced.

 She wasn't convinced because the demonstration had failed to prove that the machine would do a better job and faster—than she could.

McCall did nothing more than give a good demonstration—yet he sold a high percentage of these apparent turndowns. Later, outside, salesmen often admitted that they had missed sales points in the demonstration, or, unsure of their product, had allowed themselves to be trapped by questioning housewives. Some salesmen had even taken the defensive, were completely outwitted by the housewife.

Says McCall—"You've got to study the item you are selling, know it, be (Continued on page 178)



The Success of the campaign was evident from the figures: 80 percent will dealers' stocks moved into customers' homes in first two months. Hersh and Swanson sold this prospect on a 10-day free trial, made call backs on third and seventh days. First demonstration, however, was most important, because it proved—or failed to prove—that dishwater would really save labor.



ADS LIKE THIS . . .

COOPERATION by utility, theaters, and distributors gave Chamberlain's three pages of advertising at a cost to the store of less than one page.



BROUGHT CROWDS LIKE THIS . . .

HOUSEWIVES lined up outside the three cooperating New Haven theaters for cooking schools on the three days that the show played each theater. Over 6,000 women paid admission to see cooking schools. Theaters pocketed all gate receipts, but also paid for all amusement page advertising in newspapers.

6,000 DEMONSTRATIONS FOR \$400

For its \$400, Chamberlain's of New Haven also got three pages of advertising, 75 radio spots, 10,000 handbills, 500 window cards, \$2,500 in appliance prizes, a movie trailer seen by 100,000 prospects, nine cooking schools—and \$7,700 in immediate sales

By E. C. EDWARDS

Appliance Manager,

Chamberlain's New Haven, Conn.

SINGLE-HANDED, I demonstrated seven different appliances to nearly 6,000 women at a cost of less than seven cents each; I lost 14 pounds and overcame hundreds of details in the process, but as a result of this effort, Chamberlain's sold \$7,714 worth of appliances at a gross profit of \$2,708.

Chamberlain's Appliance Fair and Cooking School had been one of New Haven's most successful promotions. It had shown 6,000 potential customers that, with the help of modern appliances, they could do a whole day's work in one and one-half hours. We placed 35,000 circulars in their hands.

Over 100,000 people had seen a 44 minute pre-view trailer giving a selling message on eight appliances and an institutional plug for the store. We gave away \$2,500 in door prizes and received the benefit of three pages of advertising, nearly 75 radio announcements, 10,000 handfulls and 500 window cards. All this at a final net cost to the store of a little over \$400. If

you consider eight demonstrations as constituting a good day's work, I had accomplished the equivalent of 21 years' work in three hectic weeks,

First, arrangements were made with the neighborhood movie houses in the best sections of greater New Haven, the Whalley, Westville and Whitney Theaters. The Whalley is a theater of 940 seats not far from the center of New Haven. The Westville seats 650 and dr. ws patrons from Westville and Woodbridge. The Whitney is a theater of nearly 1000 seats located in the heart of Hamden, the deluxe suburb of New Haven. The final deal pro-

vided for the theatres to split 50-50 with the store on printing, advertising and signs. They were to keep the entire gate receipts.

For dates we settled on September 14-21-28 for the Whalley Theater, September 15-22-29 for the Westville, September 16-23-30 for the Whitney, so we could advertise the last three Wednesdays in September for the Whalley, the last three Thursdays for the Westville and the last three Fridays for the Whitney,

I reasoned that if we scattered the shows in that manner we would be (Continued on page 62)



. . . TO SEE THESE DEMONSTRATIONS

THREE CRACK DEMONSTRATORS like Hotpoint's Alice Wood (above) worked on split-second schedules to show housewives how to do a full day's washing, drying, ironing, cooking, and dishwashing in just 1½ hours. Each demonstrator presided for one complete circuit of three theaters. Different demonstrators at each performance gave added appeal to schools, brought some housewives back for second and even third performances. Paying audiences applicated demonstrations.



ROUNDS OF APPLAUSE often greeted results of demonstrations. Mary Lane, Sperry & Barnes home economist, who cooked during first week, triumphantly shows a perfectly cooked ham.



MARGARET SQUIRES, home service director for Electronic Sales, New Haven distributors, performed at all shows, demonstrating Ironrite ironers and Blackstone washers and dryers.



LOCAL STARS of radio and television gave their time to show, plugged it on programs. Toby Baker, WELI performer, helps a little boy chaose prize winners. Ringmaster E. C. Edwards (right) holds prize.

able to draw more people than if we had three successive days in each theatre. Some people would go to all three shows in their neighborhood and our message would be reiterated with more impact. Then, too, if some were out of town or otherwise engaged they could come in for the second or third week's session.

41/2 Priceless Minutes

Part of the deal with the theaters was for us to have a preview trailer to be run at all shows for nearly five weeks, starting two weeks before the first show. This trailer showed all the major prizes and gave a short selling story about each. We also had a couple of institutional plugs for the store, "Chamberlain's, the nation's oldest furniture store" and in another apot, "Chamberlain's at Orange & Grown Streets, Serving Connecticut fromemakers for over 117 years." The talue of this advertising is inestimable it could not be purchased at any price. Our selling story ran for 4½ minutes to over 100,000 people.

The theaters agreed to put displays in the lobbies and signs on the marquees. Each theater patron was handed a program telling about the show. All of this advertising carried the store plug, the theme slogan of the store plug and the theme slogan of the shows; it also played up the fact that were giving away \$2,500 worth of door awards.

I planned to show housewives how to do a day's work in 1½ hours—wash, dry, and iron their laundry, cock their meals and wash the dishes. I knew this would take careful timing and with the help of Margaret Squires, home service director of Electronic Sales Corp., we ran off a few "sample"

Big Plan, Small Cost

Next step was to plan the advertising campaign which would get our prospects into the theaters. I had to keep my costs down but I wanted complete coverage in order to obtain large crowds. Cooperation on newspaper and radio advertising was easy, but I wanted to cut the costs still further, so I was able to arrange for the cooperation of the utilities for some additional help, \$50 cash, 60 inches of newspaper space and nine radio programs (one each day). The theater (when they learned that I had \$2500 in prizes) agreed to pay 100 percent of all their advertising on the amusement pages. Therefore, I received the benefit of nearly three pages of newspaper advertising at a cost to the store of less than one page after the distributors. theaters, and utilities had paid their

On all our advertising we carried the lead, "Radio and television stars in person." At nearly all the shows we had a local radio or television celebrity who was glad to appear in return for the publicity. Furthermore, they announced their personal appearances on

their own programs, giving us some more customers who came to see their favorite radio or television star in person. Of course, at the same time they saw my favorite appliances.

The theater staffs agreed to place about 100 window cards in the stores in each of their neighborhoods. In addition, we made arrangements with Sperry & Barnes (a Swift & Co. affiliate) to furnish their home economist, Mary Lane, to do the cooking for the first three schools, and their alesmen agreed to put out 250 more window cards in meat markets.

We announced the shows on our regular radio programs and also bought about 25 extra spots. We have regular cards displayed in busses and on these we pasted stickers to draw in bus riders who didn't listen to the radio or read the newspapers.

Swap Ads for Appliances

With the complete plan for the series of sessions ready I was prepared to approach the distributors with a concrete program. In return for their gift to us of an appliance for a door prize I could offer them space on the movie trailer. They would benefit also from three pages of advertising, 50 to 75 radio announcements, 10,000 hand-bills, 500 window cards, lobby and window displays; and, finally, their appliance would be demonstrated to thousands of women.

Two thousand dollars' worth of larger prizes were finally arranged for and I was all set to plan the composition of the advertising, which I wanted to be dignified but with oomph enough to get people interested. The largest drawing card was the \$2,500 worth of prizes so a large box in each ad mentioned this. The opening advertisement was five columns by 20 inches and was followed by an ad showing pictures of the home economists who were on the shows.

We ran display advertising tor each theater the day before each show on the announcement page. The United Illuminating Co. ran a 10 inch ad before each session. There were several radio spots before each show.

Now came the actual physical arrangement of each show. We had our advertising campaign to attract people to the theaters but without a smooth running, hard selling presentation we would have had our work for nothing. The show was arranged as follows:

CHAMBERLAIN'S APPLIANCE FAIR & COOKING SCHOOL

in their own kitchen !

- "Housework Can Be Easy:
 "Learn How To Do A Day's Work
 In 11/2 Hours"
- Welcome women to Chamberlain's Appliance Fair.
 Explain door prize drawings.
- 3. Announce that demonstrators will do a full day's work in 11/2 hours:

Wash, dry and iron laundry; Wash dishes. (Explain that work is much more difficult for girls on stage than it would be Procedure:

Insert wash and soap in automatic washer, then:

Prepare meals and turn on automatic range, then:

Put laundry in dryer, then:

Put dishes in dishwasher and turn on, then:

Take clothes from dryer and iron

At point in demonstration where we have
 10 to 15 minutes lag, radio and television
talent entertain.

5. Award door prizes.

With the entire performance planned from the customer's viewpoint, I proceeded to lay out just how we could actually present what we wanted.

First, I measured each stage and made a scale plan of exactly where each appliance would sit. Then I made a list of properties which would be needed on each stage at each show. This preparation, of course, took quite some time; but when you have 600 to 700 women out in front of you it doesn't pay to forget what you intended to put across.

I knew from experience that with an affair like this you have to face another crisis every few minutes. Some key object would be missing from the properties on the stage or some one would forget to put over a main point. Even with as careful planning as possible something is bound to slip and every hour spent in preparation prevents a lot of unnecesary adlibbing, etc., to cover up.

Safeguards

To be sure of our electrical supply I had a cable with connections made up for each stage and wired into the heavily fused circuits. I figured that the special cable was insurance against any blown fuses. The United Illuminating Co. furnished a trouble shooter for each show, which was also an appreciated insurance.

The first three shows (one at each theater) found Mary Lane, the Sperry & Barnes home economist, doing the cooking. The second week Dorothy Covert of Nash-Kelvinator held forth with her able presentation of Kelvina-For the third and final tor products. week we had Alice Wood, the famous home economist from Hotpoint. Thus, each girl appeared at all three theaters with her product demonstration. Each had a week of her own, giving her company a chance to run tie-in advertisements. The home laundry presentation was taken care of by Margaret Squires, who gave the women an expert demonstration on the Blackstone washer and dryer and the Ironrite ironer. Since the shows we have had eight ironer purchasers volunteer the information that they were buying because of the theater demonstration.

Extra Prizes

Franklyn Ferguson, manager of the Whalley theater, went to work on the neighborhood stores and obtained a number of smaller door prizes such as flowers, gas and oil from a filling station, baskets of groceries, cases of soft drinks, bottles of wine, cakes from the baker, and a large assortment of simi-

lar prizes. These gifts, together with the meat the packing house gave away, two or three traffic appliances on each show, and one major award, gave us from 20 to 25 articles to draw for at the end of each show.

At the end of each drawing we had a tie-in which served to bring quite a few customers into the store. Five or six chairs, lamps, rugs, etc., were brought onto the stage and we offered to present them with the purchase of any major appliance in the store if buyers would come into the store with the stub from their door prize coupon. Some sales were made to people who were not at the show but who were brought in by people who were there. I had announced that if they didn't need any appliances themselves they could obtain one of the gifts by bringing in a friend who bought. This announcement gave us 6,000 possible saleswomen and will unquestionably result in more sales. I have had 15 or 20 telephone calls asking how long that offer is good, so I think there are exceptionally good opportunities to put cooking school patrons to work. On my next series I intend to extend this idea on a more definite basis and put as many people to work as I can.

Immediate Profit

Although we made no effort to complete any sales at the show, enough women placed orders right at the theaters to allow the promotion to actually pay for itself and even make a profit before the nine shows were over.

All the resulting sales were plus business which we probably never would have obtained through regular channels. Of course, a lot of our regular customers went to the shows and we can give the program an assist on their sales, but the thing that counts most is the new business and the new acquaintances we made.

Our first show at the Whalley drew nearly 700. As each patron came in she was handed a recipe book (which I had prepared by binding a special cover to each home economist's numerographed recipes), a set of consumer circulars on each appliance we were demonstrating, and a card with space for her name, address, etc., for the These cards have been drawings. screened and filed to form a prospect and mailing list, and should net us a good amount of business. After each show I checked with the people who cleaned the theaters and found to my intense gratification that very few circulars were thrown away. So I had still another proof that we were keeping them interested.

Backstage Mechanics

The physical effort in getting the appliances on and off the stages was considerable. We planned on setting the stage during the forenoon so that everything would be ready when the doors opened. After the demonstrations all the appliances had to be removed before the movies could start, so we started dismantling the entire setup immediately after the last demonstration. The men removed the range,

(Continued on page 177)





1500 TV PROSPECTS WERE GAINED BY PORTER M. TURNER, SAN DIEGO, WITHIN TWO WEEKS AFTER HE OPENED A SMALL VIEWING ROOM, PROVING THAT . . .

A TV Theater Builds Sales

M OST television dealers encourage people to watch programs in the salesroom, But few have gone as far in this direction as Porter M. Turner of San Diego. Turner has invested nearly \$12,000 in an authentic television theater which is proving exceedingly popular.

In the first two weeks of operation he attracted 1500 visitors to his store at 4096 Thirtieth St., San Diego, and he's satisfied that the attention he's getting amply justifies the investment. Many sales are directly traceable to the theater, which is also the drawing card that keeps his salesmen busy.

"Merchandising television depends on three main steps," Turner points out, "In the first place it's necessary to arouse public interest. Secondly, that interest has to be narrowed down to the models you have on the floor. Then comes the clincher, the home demonstration which definitely demonstrates to the prospect that he needs a set."

Big Crowd Puller

The theater is a valuable asset in the first two steps. It's operated absolutely free of charge, and on nights when there are popular programs the "Standing Room Only" sign is up. The overflow crowd views screens on the sales-room floor and even congregates on the sidewalk.

The public's high pitch of interest in television is evident all over the country. Turner is trying to convert that interest into cold cash—to encourage sales without the obvious come-on of price cutting or free merchandise.

His theater is designed to give customers maximum comfort and permit them to view television under ideal conditions. At one end of the 16 x 35 foot auditorium he has a 5½ x 6½ foot screen within easy view of the entire audience. There's no moving around of chairs or neck-craning in order to see what's going on.

Double Purpose Promotion

The theater has a capacity of 49 people. They sit on comfortable, upholstered loge seats. Proper acoustics are maintained by carpeted floors and wall draperies. Controls for the large commercial set are located near the entrance so that one man can easily assure good reception by occasionally checking to make sure everything is in order.

As an added attraction for larger groups, Turner invites service clubs, churches and other organizations to make use of the auditorium for their meetings. After business is attended to, the group settles back and enjoys the entertainment at no cost.

Good Market for Big Sets

This type of promotion actually has a double purpose, since the firm has the exclusive franchise for Richards commercial sets in San Diego County. A great many of the groups which have asked to use the auditorium actually have club rooms of their own and are good prospects for one of the large sets.

In order to build up a good, live list

for direct mail advertising and outside salesmen, a guest book is provided in which all members of the audience are requested to write their names and addresses. Even though they may realize the purpose of this, most people regard it as a small enough price to pay for the accommodations they enjoy.

No effort is made, however, to high pressure those who come in for entertainment. That is one of the main reasons why the auditorium is a completely separate room.

Home Demonstrations

In offering free demonstrations to prospective customers, each set is left in the home for three days. Only local programs are brought in by these demonstrations, making it possible to use an indoor antenna. If the prospect definitely wants television but can't decide on the model, every effort is made to sell him the antenna first so that he can get top-notch reception during the demonstration period and won't be likely to back out.

"Television is the most rapidly growing industry the United States has ever seen," Turner comments. "It's expanding faster than either automobiles or refrigerators did at this stage of their development. Such swift growth is bound to lead to many growing pains which are doing the field considerable harm, but I believe television has an assured future for the dealer who's prepared to follow businesslike procedures."

End



WHEN TV THEATER is in operation prospects are left strictly alone. Even adjustments to receiver are made from controls outside entrance.

"Plumbers and Appliance Dealers CAN Work Together..." Says this spokesman for the plumbers—if

A CERTAIN plumber I know, on a trip to a big city, found himself able to make certain advantageous purchases in the wholesale markets, and when he got home he advertised his merchandise in the daily paper.

The first thing the next morning he made a sale, for cash. But around noon the customer wheeled an unembalmed corpse into his store, and told him to go to work.

For what this plumber had bought was a line of caskets.

Of course, the plumber was up against it. He liked the sale—it was nice clean merchandise with a generous mark-up. But he wasn't equipped to handle the service end.

He quickly seized his phone and called up the local undertaker. "I've sold a

casket," he said, "and I want you to handle the embalming job."
"But," replied the undertaker, "the casket is part of our mortuary service.
We embalm corpses only for our customers. It's just one part of the service we reader. There's no money for us in embalming only. Good-bye."

It would appear from all the agitation in appliance dealer circles that these types of retailer have a corpse on their hands. They are selling plumbing today, often in the form of a combination plumbing-electrical appliance, and they are looking for someone to handle the unprofitable part of the jobsethe installation and service work.

The result, so far, has been a barrage of charges and counter-charges between our respective groups. Some partisans of the electrical group have infinated that they think all plumbers should be in jail. And partisans of the plumbing group have been equally complimentary in their reioinders.

Yet the real attitude of plumbingheating contractors toward installing such merchandise has not been properly reported by many of the appliance people who have interested themselves in the question.

The purpose of this article is to present a correct version of these attitudes to those who may feel inclined to discuss the subject in the future. A secondary purpose is to propose a solution, or at least to minimize the pos-

sibility of antagonism between two important retailing groups.

The Electrical Problem

My main discussion will be on the plumbing side of the installation question, although, of course, the problem is duplex involving both electrical and plumbing connection work. Many plumbing contractors now employ electricians to handle jobs common to all shops, involving electrical heating controls, electric water heater installations, etc. Those who do not themselves employ electricians have a working arrangement with one or more local electricians.

Thus, contractors of our industry take electrical work in their stride, and in my belief there is no reason why the non-installing dealer in appliances cannot solve all his installation problems on a one-step basis, once he makes a satisfactory connection with a competent plumbing shop.

What Is a Plumber?

Practically all existing plumbingheating contractors reached their present position as independent retailers after a long schooling in the trade. Each started as a helper or apprentice, which means that he served as an assistant to one or more journeymen in the employ of a master plumber. The craft system which prevails in this industry, as in most of the building industry trades, is as old as the industry itself.

The young man usually serves five years as a learner, or apprentice. He then becomes a journeyman. At this point he is a competent worker, and becomes eligible to join the local union (affiliated with the United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry of the United States and Canada, AFL.) In some states he is licensed at this point, but most states, counties and municipalities which regulate plumbing installations require licenses only of master plumbers.

After working a number of years as journeymen, those who feel impelled to become independent contractors take steps to set up their own businesses. They are eligible to do so as soon as they become journeymen, but most carry on as skilled workers for a number of years before venturing upon this step.

Their first requirement is to obtain a license as required in their area. The test upon which the license certificate is based consists of both practical and theoretical problems. If the examination is passed successfully, the candidate becomes a licensed plumber. A licensed plumber is known as a master plumber—that is, a man proved by test to be a master of his trade. If he immediately sets himself up in business and starts soliciting, contracting for, and executing his own work, with or without the employment of journey-

retailers will recognize the plumbers' facts of life—that they, too, make their profits on sales, not installations, that they resent attacks on plumbing codes, accusations of restraint of trade, evasion of the law and irresponsible installation estimates

By W. FRANK CLUCAS

Executive Secretary, National Assn. of Master Plumbers

men, he is known as a plumbing contractor. As most of these men operate in both the plumbing and heating lines, we call them, for brevity, plumbingheating contractors.

This outline of the background of plumbers is given to explain why any generalization involving the word "plumber" is vague and likely to be termed incorrect. A "plumber" may be a self-employed mechanic or repair man; or he may be the operator of a \$5,000,000 business; or he may be the leading retailer of appliances in his own city with a smart store and a full roster of sales employees. Or he may carry on all three functions.

Some 14,000 contractors are carrying on such a merchandising business today, and by the end of 1950 we expect that 18,000 of the 60,000 contractors will be specializing in retailing as contrasted with contracting.

Having given you the background of today's plumbing-heating contractor, I would now like to explain a few of his typical reactions when he is called upon to perform install-only work.

Few Repair Men

The man who comes into your home to repair or install plumbing—the journeyman or self-employed contractor—may look like a mechanic. Yet the typical operator in all classes of the industry is not a repair man living on a day's labor income. The major part of his annual income derives from sale of materials rather than sale of his own labor or the labor of others.

This fact is important for appliance dealers to bear in mind when they attempt to set up an installing connection. Plumbers are often expected to be grateful when a small or large installation job is offered to them, yet few are so set up as to appreciate this work. It is undesirable work, courtesy work, service work, and on most plumbers' books it is unprofitable work

Unwillingness to carry on such activities is therefore not necessarily due to resentment against competitors, nor the desire to embarrass consumers, nor, as some have claimed, is it due to plumbers' hopes of curbing the free market in appliance sales.

When this plumber is invited to install a sink or other appliance which the consumer has bought elsewhere, is it likely to appeal to him, particularly when he already has an overcrowded backlog of work? He is in the habit of making his most substantial profits from sale of materials; the prices he has fixed for his own labor assume these prefits or they would be higher.

He therefore shies away from a situation from which he cannot benefit; someone else has already taken the profit in the sale; his own established service prices in the community preclude him from profiting from his labor without a hike.

Furthermore, the consumer is usually informed by the sales clerk that the installation job is simple, often quoting an actual price for the consumer's guidance, a price far below what the job is worth. Consumers then proceed to inform the plumber as to what he should charge for the work.

What usually happens, if the plumber accepts the job, is that he raises his time charges to permit him to come out on the black side of the ledger. Resentment follows the presentation of his bill, and he becomes known as a robber in his community.

Plumbers have no desire to gain such reputations. Frequently they adopt the easiest way out of the dilemma: refusing to install goods which they do not sell, or pricing the job in advance at a prohibitive figure, or pleading inability to perform the work due to previous commitments.

Plumbers Too Are Retailers

However, there are other types of situations which arise.

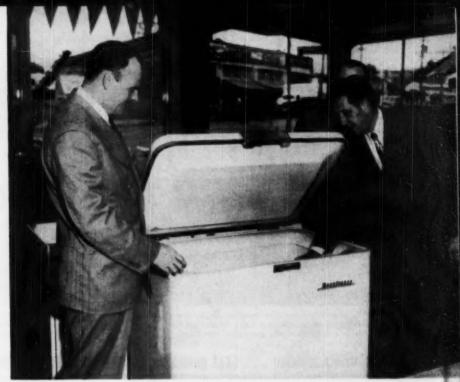
The consumer, having acquired a fixture or appliance, often enters the very plumbing shop or store where he is least likely to get service.

(Continued on page 172)

MANAGEMENT POINTS THE WAY



OWNER Harold Kelley believes in selling. Success with freezers is based on well-trained, sales-minded salesmen backed by extensive advertising and promotion program.



COOPERATION with distributors gives Kelley's edge on less enterprising competitors. Above, former sales manager Ward, right, discusses promotion of C-6 Deeptreeze with distributor Stubbs' sales manager G. R. Phillips, left, and Stubbs' general manager Farris (behind Ward).

A FREEZER A DAY

Food freezer sales records are being broken by Harold Kelley's Appliance Center, Portland, Ore., because the emphasis is on sales training, prospect building and selling by salesmen who own and use home freezers

By HOWARD J. EMERSON

E sell 'em, that's how," says Harold Kelley in explaining an average of more than one home freezer sale a day in the Portland, Ore., store that bears his name.

As simple as that. But he knows well that the "selling" that has made Harold Kelley's Appliance Center one of the most successful freezer outlets in the country, is a program that includes sales training, sales organization, inside and outside selling, advertising and promotion. And this sales volume in home freezers is only part of the operation of a concern that is producing more than one million dollars a year in electrical appliance sales—in competition with some of the strongest department store merchandisers in the country.

Freezer selling is no johnny-come-

lately at Harold Kelley's. Displaying its three lines of home freezers—Deepfreeze, Frigidaire and Hotpoint—in an attractive, well-lighted store in a neighborhood location in Portland, this firm carries the freezer story throughout the city and the widespread suburban areas of northern Oregon and southern Washington with a well-trained crew of nine salesmen, back up by an annual advertising budget of \$35,000.

The "selling" on which Harold Kelley bases his success began in 1946. There was no need to "sell" then—in fact, most customers resented the time a salesman put into a sales talk—they were more interested in how soon they could get delivery from the then scarce supply. But Kelley believed that a program of freezer selling instituted at that time would insure more satisfied customers, train competent salesmen and experienced management, and help in creating selling habits that would carry over into a buyers' mar-

ket. That was the basis of a freezer selling program that in its third year of success has many facets.

Salesmen Who Can Sell

Salesmen are the kingpins of the organization. Location, traffic, displays, hours of opening, advertising and promotion—all are keyed to the needs of the men in the "ready room" where each salesman has his desk, his telephone, his file of prospects, and an overcrowded ashtray,

Harold Kelley's operated with nine salesmen at a selling cost of 8.1 percent of gross during the first six months of 1949. The salesmen averaged between \$500 and \$800 each month. Until recently, compensation was based on a \$300 monthly guarantee, plus 2½ percent on all sales and 1½ percent extra on volume above quota. At present, compensation is a flat eight percent of sales, but it is resulting in approximately the same monthly return to the

salesmen. But the key to the freezer selling success has been the training.

When home freezers were being considered traffic merchandise by many dealers who knew of the pent-up demand in the freezer-minded Northwest, Harold Kelley's men were getting the sales training and sales experience that is keeping them at the top of the pile today. Kelley's sales training and sales practice policies were put into use by one of the most capable and best known appliance merchandisers in the Northwest, Harry Tis Ward, who was sales manager for Kelley's until late in '49 when he returned to his former work in appliance wholesaling.

Ward insisted that the salesmen attend all the training classes supplied by the distributors, made them study everything that was put out on frozen foods and the use of home freezers. At a time when customers stood with check in hand, salesmen at Harold Kel-

(Continued on next page)

PROMOTIONS PRODUCE PROSPECTS I

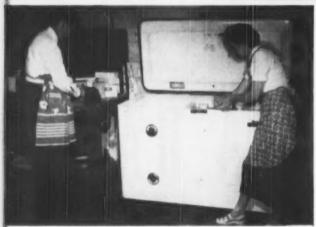


IN THE STORE, twice weekly demonstrations of packaging and frozen food use by distributor Stubbs' home economist Leila Knight, above, is plugged through Harold Kelley's radio spots and newspaper advertising.



IN GROUPS, Portland's freezer prospects hear the story of better and cheaper living through home freezer ownership at a theatre demonstration sponsored by Kelley's, the Hotpoint distributor, and a local locker plant.

SALESMEN WHO KNOW . . . SELL



HARD WORKING Kelley salesman Tom Ross labels packages of peas for Mrs. Ross to place in their Deepfreeze C-10 located in basement next to his workbench. Like other Kelley salesmen, he learns processing and use.



HARD SELLING Kelley salesman Tom Ross puts his home-grown knowledge to use on the sales floor, talking to prospects in their own language, gives them a feeling of confidence because he uses and likes what he sells.

USERS WHO KNOW . . . BUY I



PROSPECT for a home freezer is anyone who buys any appliance from Kelley's. Salesman Dan Dougherty came back to Mrs. Yezerski, left, to check new range Installation, started working on home freezer.



PITCH gets stronger that evening when Dougherty returns to tell the freezer use value story. Satisfied with new electric range, Mr. and Mrs. Yezerski have confidence in Dougherty, listen carefully.



IN THE STREETS, hundreds of bus-stop benches are used to inform travelers that Harold Kelley's is the largest appliance store in Portland, and to provide rest for the City of Roses' prettiest blooms, such as the above.

A FREEZER A DAY (Continued)

ley's were required to present the full freezer story, to learn the customers' needs, and to present a brand name

And a definite part of this training and practice period was to have the salesmen own and use a home freezer. So successful was this intra-company campaign that in June, 1949, 21 of the 22 people who make up the complete Kelley organization were using freezers in their homes. The renegade was a young, unmarried salesman who lived in a furnished room.

Know Their Sales Story

Tis Ward saw many advantages in getting the salesmen to own and use a home freezer: "They become familiar with the local markets for quantity purchases and give a factual, local moneysaving story. They can talk the woman's language in discussing shopping problems and what the freezer will do to help.

"A salesman who owns a freezer won't embarrass himself and possibly lose a sale, because he will have the correct information that will get the prospect's respect."

Some Ways to Sell

Ward's work is carried on now and being further developed by his former assistant and present Kelley sales manager, Robert Phillips. Behind Ward's initial development of freezer selling and Phillips' present and future handling of the job is a sound analysis of what it takes to sell home freezers profitably.

"Selling any appliance is not exactly the same as prewar, mostly in one respect—you can't high-pressure a prospect into buying anything. We learned as soon as products were available that the first step was to win the prospect's confidence and respect. But, in another way, selling freezers today is little different than it was selling re-

frigerators 25 years ago. We must first sell the idea, then the product. However, we have an advantage in selling freezers—there is nothing in the home now that can do the same job. And we have the advantage of having good quality frozen foods on the market as well as prospects who have had experience with frozen food lockers."

Sell in the Home

The Harold Kelley organization feels that there is no place like home when it comes to selling freezers. "We believe that the store is not the ideal ace to close home freezer sales. We've sold very few on the floor, but we've started many sales there. It is more satisfactory when the salesman can go into the home where the customer will be at ease. There the salesman is better able to size up the prospect's needs. The customer will be more willing to ask the many questions which will enable her to make more and better use of the freezer. Of course, if the salesman gets into the home originally to close a freezer sale, he has a chance to find out what other appliances are needed.

"We believe, too, that it is absolutely necessary to get the husband and wife together with the salesman in order to make a satisfactory sale. But whenever possible, we try not to let the husband and wife come down to the store for that talk. They may come the wrong night and blame the salesman for not being there. They may shop other dealers on the way down and get another deal. In fact, they may see something else they want and not have the money or the willingness to buy by the time they get to the store.

"So we make a special effort to have the salesman arrange with the woman prospect to go to her home that night to talk with the husband. Then, if it is necessary for the couple to see the

freezers, the salesman can drive them down—direct. To enable the salesman to do this, we have arranged their schedules so that the man who has the day on the floor has the evening free to follow-up. When he has an evening in the store, he has the next day to work in developing prospects outside. We feel that any time that passes between our first talk with a prospect and the follow-up is time enough for one of two things to happen—time for the prospect to lose interest—time for another dealer to work fast."

Sell the User

A technique that has worked satisfactorily for Kelley's has been selling freezers along with refrigerators. Be cause of the present-day tendency of women to want the largest capacity refrigerator that their money or their space will permit, the Kelley salesmen often make this suggestion-that the prospect take, not a 10 cu. ft. box, but a 7 or 8 cu. ft. model, plus a 6 cu. ft. home freezer. They show the prospect that the difference in cost, as shown on the monthly payments, is very small, yet the family gets not only all the refrigerator space it needs but has a chance to start right away enjoying the savings and the better living that can be had from a home freezer. This sales talk has been successful particularly when prospects say, "Yes, we're interested in a freezer, but first we have to have a new refrigerator." Kelley's has found that the combination deal is profitable two ways-it means not only a slightly larger initial profit, but it usually means that in a few months to a year the customer will be back to trade the small freezer for a larger one or to add another small freezer.

In fact, there is an unusual sales point in that last sentence. The Kelley organization's technique for handling prospects whose present freezer is not large enough for the family's needs does not follow the industry pattern, but it warrants its attention. The owner of a small freezer is advised to buy another small freezer. The reason is to allow the family to have one convenient to the kitchen, or in it, for daily use, while the other is stored out of the way to handle bulk storage and those items sought infrequently.

Some Prospects to Sell

The location of Harold Kellev's appliance store, on N. E. Sandy Blvd., has its advantages and disadvantages, and the store's selling is designed to compensate. While the location is in shopping center of an upperbracket neighborhood, it does not receive enough sidewalk traffic, even with a movie house next door, to support a million dollar operation. However, the boulevard is one of the most heavilyused arteries for motor traffic to downtown Portland. Kelley compensates for lack of sufficient natural sidewalk traffic by using an advertising and promotion program that brings prospects to the store from all over metropolitan Portland, from Vancouver, Wash., across the river, and from miles out into the valleys of the Columbia and

Willamette rivers. He takes advantage of the heavy motor traffic by using a full glass front on the store and by lighting the interior brilliantly until late every night.

Big Ad Budget

More than \$35,000 is invested in advertising and promotion each year. Newspaper advertising is large, dramatic and regular, to compete with such giant local advertisers as the Meier-Frank department store. Radio advertising is confined to spot an-nouncements, but these are placed with the three largest local stations to keep constant reminders before the bulk of the regional listening audience. However, copy is not transcribed-it is original for each spot. This gives Kelley's freedom to key the copy to the time of the week, to special local and store events, promotions, various appliances, seasonal demands, specials,

The northern Oregonian who doesn't read the newspapers, listen to the radio, or drive down Sandy Blyd., still knows about Harold Kelley's Appliance Center. Strategically located billboards dot the area displaying freezer messages periodically. And then, there are the hundreds of bus stop benches on which a Harold Kelley advertisement is painted with illustrations in color.

Promoting Freezers

Supplementing its general program of newspaper, radio, billboard and bus stop advertising, Kelley's has been active in promotions designed specifically to get freezer prospects. More than 800 local women attended a freezer and frozen foods demonstration in a theatre as guests of Harold Kelley, the local Hotpoint distributor, and a locker plant. Kelley's salesmen mailed 4,000 invitations to the people on their customer and prospect lists, received a 20 percent response. Each salesman was present at the theatre entrance to greet his guests. Another promotion has been in conjunction with the Deepfreeze distributor, Stubbs Electric. Using Stubbs' home economist, Miss Leila Knight (now with Los Angeles Deepfreeze distributor Sherman-Svenson) Kelley's kept a twice-weekly home freezer use and packaging demonstration on its sales floor throughout last winter and spring. These programs were promoted successfully through newspaper advertising and spot radio announcements and through the personal invitations given by the sales-

Use the User

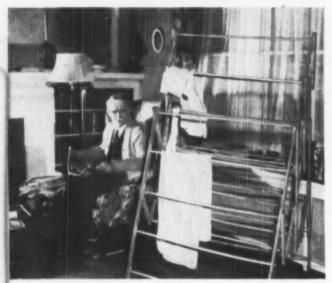
While such extensive advertising and promotion is necessary both to the operation of a full-line appliance business and in bringing in freezer prospects, the management at Harold Kelley's believes that there is no substitute for "using the user" in selling freezers. Every person who buys an appliance there is considered a freezer prospect—sooner or later a call will be made by the salesmen, and in a profitable percentage of the calls, sales will be made.

End

WHY PEOPLE BUY DRYERS

The Reasons Range...

from a man's dislike for clothes racks



SOME 80 PERCENT OF SALES start with men, according to a recent survey, and one reason cited is that clothes racks in the living room are a nuisance.

to a woman's love of weather freedom



MANY LEADS for dryer sales are phoned in by Rickmeier-Fedler's dryer customers who see neighbors struggling with broken clotheslines or poles in bad weather.

A GENTLEMAN opened the front door of Rickmeier-Fedler's in Sheboygan, Wis., (Pop. 40,638) and saw a couple of easy chairs and some automatic clothes dryers directly in front of him.

Sitting down with G. M. Fedler, he said, "Every time I see that dann clothes rack in the living room it makes me mad. And with another baby there are going to be more wet didies around than ever before."

"Well," said Mr. Fedler, "a dryer is the answer."

"The trouble is we don't have room in our basement for one," said the pros-

"I'll be out after four o'clock with a tape measure and check up," suggested Mr. Fedler.

"Then, too, the floor of our basement is pretty rough. I understand this thing spins and these machines have got to be absolutely level."

"You will be interested to know that we are able to level it up with the floor. And a dryer doesn't spin rapidly like an automatic washer does—it turns over slowly."

This is a sample of what has made

Whatever the reasons of dryer buyers, Rickmeier-Fedler's in Sheboygan, Wis., get a buying decision because they are dryer specialists, advertise steadily and give service

By TOM F. BLACKBURN

Rickmeier-Fedler one of the outstanding dryer retail outlets in Wisconsin Naturally Mr. Fedler, who has been in the business for 25 years in Sheboygan, is an old smoothie when it comes to selling.

Store Thinking

But there is more than this which puts Rickmeier-Fedler in a leading position as a retail dryer outlet. The steps are cumulative:

I The store enjoys an out-of-thehigh-rent location. The address, 806 Michigan Ave., is five blocks from high-priced downtown locations. Yet with a loan firm next door, and plenty of space for parking, it is ideal for appliances.

2. Mr. Fedler chose a specialty like the dryer (Hamilton) because he could see no sense in locking horns with such downtown chains as Sears, Roebuck, Montgomery Ward and other outfits that could undersell on conventional appliances. He chose a specialty, the dryer, because on it he has an advantage in selling through personal contact.

3. The store was laid out so that it says "dryer" the minute you open the front door. You step into a little alcove with easy chairs about, and a complete line of dryers and automatic

washers waiting for your inspection.

4. This store has more service men than it has salesmen. It is true that two of the four are doing electrical wiring. Rickmeier-Fedler is known in Sheboygan as the store that takes care of what it sells. It also knows how to install. Rickmeier-Fedler's service men are able to run the piping to install dryers as well as kitchens or automatic washers.

5. The store uses newspaper, direct mail and radio to let folks know that it is headquarters for clothes dryers. This constant hammering away causes anybody who is interested in dryers to give the store a jingle to get its proposition.

Doctor's Formula

When the firm first started selling dryers it hit upon the "bellwether" formula. Mr. Fedler knew that if doctors bought dryers, their selection would have weight with a lot of people. So he sold the doctors in his building. In the window or on the floor he kept an easel and each time a sale was made the name was put down. Soon it looked like a "Who's Who" of Sheboy-



DRYER SPECIALISTS Rickmeier-Fedler's make it plain that that's just what they are with a special washer-dryer demonstration room right in the front of the store.

gan. When a washer customer bought a dryer, his name was counter-checked.

Both Mr. Fedler and his salesman go outside to follow up leads. The salesman gets one percent extra commission after he passes \$2,000 a month (plus his draw), another extra one percent after \$3,000, and so on.

One of the deals consists in offering to put in a dryer on trial.

"This is not a factory town," said Mr. Fedler. "Women here are housekeepers and not former factory women. We have found a terrific amount of resistance among women who haven't worked around machinery. They think that clothes should always be out in God's sunshine. They oppose dryers because they cannot understand the fundamental idea. On the other hand, their husbands are much more me-chanically minded. About 80 percent of the store's sales are made to men. Husbands bring them home on trial, amid the wife's flutterings and protests that she won't have the thing in the place, or-she'll only use it in wet weather. A couple of weeks' trial and she is copper-riveted on the deal. Women are so enthusiastic that they

become excellent bird dogs. They call up and say, "Mrs. So-and-So's clothesline is down. Better dash over and sell her a dryer while she is having trouble."

The cost of a free trial—be it gas or electricity—has been found to pay off in three fourths of the cases—provided, of course, that they are made to solid families.

The Sheboygan family using a dryer is typical of a recent midwestern survey which revealed that the average dryer family consists of 4.3 persons, 2.7 adults and 1.6 children. About a fourth of these people in the Midwest wash once a week, 18 percent every day, 13 percent three times a week, and 16 percent twice a week. Some 26 percent say they wash when the clothes accumulate. Obviously the dryer offers a distributed load factor to a utility.

Experience Agrees With Survey

When owners were called on as to whether they liked the dryer they were using, 864 percent said definitely yes, and 12 percent said, yes with "but" answers (mostly trivial). Asked how they first heard about the clothes dryer,

about 40 percent of the housewives said that they got the news about the device from friends or relatives who owned one. Next in line was direct contact on the part of the dealer. Advertising, magazine and local newspapers account for a little less than 20 percent of the replies. Regardless of advertising, it was revealed, direct contact from field salesmen and satisfied customers is the clincher that leads the way to dryer sales.

Most people declare they bought a dryer for reasons of climate or weather. Next reason is the "crowded for space" angle, followed closely by labor saving, time saving and friends' experience. Fully one-fifth bought because they trusted the dealer's reputation.

More people say that the feature about dryers they like best is the independence from the weather. Next in line is the fluffiness of clothes, particularly towels and children's clothing. Next follows labor saving and time saving, respectively.

Owners of automatic washers are the most interested buyers of dryers. That the dryer business is new is indicated by the fact that 18 percent of people questioned in a recent survey said their dryer had been in use less than six months. Some 46 had used their dryer between six months and a year, 24 percent had employed them between one and 1½ years, and 22 percent had owned dryers for more than 1½ years.

Dealers can do a better follow-up job, the survey indicated. Two out of three people actually received proper follow-up service after they had purchased a dryer. The others had not, yet were successful without any instruction.

Owners—86 percent—are aware of the fact that the dryer is a definite time saver for them, declaring that it saves anywhere from one hour to half a day.

That the dryer shows off well was indicated by the fact that all the women who owned one had been demonstrating it to friends. These friends, they said, would be customers as soon as they could afford them.

The Rickmeier-Fedler formula fitted in with public thinking about dryers. It was timed right and it has succeeded. End

They Get Results From a Radio Show

The Fred R. Holden Co., Barre, Vt., keeps customers coming with a daily radio program incorporating homespun humor, anecdotes about customers and salesmen, and a giveaway quiz based on the day's commercial

By ETNA M. KELLEY

ABOUT a mile from the center of the town of Barre, Vermont, there's an appliance business housed in a spruced-up horse and carriage barn, which grossed over \$300,000 in 1948 and topped record by

a good margin last year.

Customers don't find their way to such an out-of-the-way location under their own power; they have to be propelled in. In this instance; the propelling agent is Ruth Holden, who, with her husband, Fred, owns the business. Mrs. Holden entices customers to the place through promotion and advertising, chiefly radio advertising, for which she writes the commercials.

The Holdens advertise on two radio stations, WDEV (Yankee Network), five evenings a week, 6:45 to 7; and WSKI (Montpelier-Barre Broadcasting Co.), five mornings a week, 9:15 to 9:30.

What Makes It Different

"Holden Your Own," as the program on WSKI is called, consists of a bit of chatter-often centered around the doings of Mr. and Mrs. Holden and other members of the organization; a couple of recorded musical selections; the commercials; and a question tying in with the day's commercials, But what makes this different from other quiz programs is the requirement under which one is qualified to telephone during the progress of the program, to get a chance to answer the question of the day. The qualifications are dreamed up by Bob Bannon, the WSKI announcer who has so much to do with putting the program across through the bantering, conversational tone in which he reads Mrs. Holden's commercials.

Some typical qualifications have been: A woman who has driven a

hearse . . . A peroxide blonde . . . Someone who was born in Peacham Hollow and now lives in Northfield . . Someone whose last name is the same as one of the Red Sox pitchers . . . Someone who married for the first time after reaching the age of sixty . . A teacher who has two sets of twins in her classroom . . . Someone who has adopted three children . . . A woman six feet tall . . . A woman only four feet tall . . . Someone with one blue eye and one brown one . . A woman who went all the way through school with her husband . . . The youngest in a family of at least ten children.

The qualifications serve several purposes. They are amusing and interesting, and consequently attract listeners. From their nature they restrict the number eligible to telephone in. Indeed, there's an element of suspense at times, because of the probability that no one who listens is eligible to call in.

Shoot for the Dollar

When a listener establishes herself (usually it's herself) as qualified, she gets a chance at the day's question, the right answer to which entitles her to a prize of a dollar bill. These questions are selected by Mrs. Holden, as a means of inducing the audience to listen closely to the commercials. typical one would be: "What is the name of the Frigidaire refrigerator unit and how many moving parts are contained in it?" (Answer: Meter-Miser-and two.) Others used re-cently were: "What exclusive feature does the new Easy washer have?" (Answer: A filter.) "Why is a Maytag a good washer for an unreliable pressure water system?" (Answer: Because it can be filled without a time factor or by hand.) Anyone in



FIVE MORNINGS A WEEK announcer Bob Bannon reads commercial scripts, prepared by Mrs. Holden, which plug firm's products in homely, informal style, stimulate interest with twist on giveoway quizzes.

the appliance industry will note that Mrs. Holden is a close student of the manufacturers' advertising, as she bases both her commercials and her questions on such material.

Call for the Prize

To collect their dollar bill prizes, listeners must visit the Holden store. A supply of bills is kept for that purpose in a transparent acetate box, with an artificial orchid as a decorative topping. Mrs. Holden, or whoever receives the visitor, makes a little ritual of the award, permitting the winner to take the dollar from the box herself. The winner is also requested to fill in a printed card, with blanks for listing electrical appliances in which she is interested as a possible purchaser. Once in the store, most women look at merchandise on display, and once in a while a sale is made or an order taken from a quiz prize winner.

The primary purpose of the program is to get people to listen closely to the commercials, and in this they are certainly successful. It is diffi-cult to have a basis of sales comparison but Ruth Holden, formerly a bookkeeper and still addicted to the policy of watching profits, says there is an appreciable rise in sales volume of merchandise advertised on the air. She has found it advisable to concentrate on one item at a time, for a stated period, from three days to two weeks at a time. To talk about one appliance one day and another the next isn't profitable, she says. Results are cumulative and build up. "Talking about one item for as long as a week will at least double volume over the previous week," she claims. Radio has been particularly helpful in bringing in customers in Vermont's zero weather, when people have had to be prodded. The store has sold eight carloads of Frigidaires since the first of last January-and radio deserves much of the credit. "Sales start to go up as soon as we plug an item. she explains. "The first time we talked

RECONDITIONED APPLIANCES get display space outside front of Holden store a reconditioned carriage barn. Mrs. Holden (in doorway) attempts to personalize members of sales staff in commercials.





WINNERS OF RADIO QUIZ must come to store to pick up dollar prizes. Mrs. Holden (right) makes ceremony of presenting dollar from Orchid Box as winner flourishes postcard confirmation of qualification.



DEMONSTRATIONS are usually given to radio quiz winners and some become customers, but store gets most increase in business from interest aroused by unusual character of radio show and its commercials.

about Lewyt cleaners we sold three that same day, all three sales directly traceable to the program."

At this writing, the Holdens are expecting a carload shipment of Maytags, and Maytags are being empha-sized in the WSKI commercials. There's a tie-in contest, for children between the ages of nine and twelve, with a record player as the first prize and ten additional \$1 prizes. Entrants must write letters beginning, "My Mother (or Grandmother) likes her Maytag Washer because," with not more than twenty-five additional words. There's also a prize of a new Maytag-that is, the purchase price will be refunded-for the oldest Maytag turned in as a trade-in during the current promotion. The question of the day for a broadcast during this period was: "What age is given for boys and girls eligible to enter Holden's Maytag Contest?"

In this era when commercials are commonly the targets for brickbats, it is refreshing to find a program with advertising that is listened to with attention. But there's also entertainment value in the entire program, which is written and presented in a chatty, colloquial style. For example:

Puzzle: Spot Mr. Holden

"One of the salesmen at Holden's was laughing the other day-he was standing in the store and a man came in and addressed him as 'Mr. Holden.' Frank (it was Frank Hackett) laughed, and said, "There's Mr. Holden over there,' pointing to a fellow who was dressed in work clothes. 'In this place you will find that Mr. Holden is always the man with the dirtiest workshirt, who looks as though he was working the hardest of anyone . . . Holden's have been dealers and service people in refrigeration for twenty-odd years. . . . Their carriage barn appliance store on Ayers Street does as large a volume of business as any other outlet in the state, and folks come from miles around to trade there." Sometimes the copy is anecdotal. Here's part of the script for the program on the day after Mother's Day:

"Last Saturday was the busiest day Holden's ever had—they were delivering Frigidaire refrigerators until after eleven at night, but every Frigidaire bought for Mother was delivered before Sunday.

"There may be plenty of trouble in this world, but there is lots of love and thoughtfulness too—Holden's know that, for the folks who come in to buy are continually expressing those characteristics. A young couple came in Saturday and asked to look at the MJ7.7 Frigidaire—the one Holden's have been selling for \$224.75. Mrs. Holden thought they were a young couple just married or who had just found an apartment. They looked carefully at the big Frigidaire, and the girl said, 'I didn't think it would be so nice—that big vegetable drawer for vegetables—we love fresh salads—and all that chrome trim! I think it's really nice.'

"Then they started to plan how they would buy it. He hauled out his pocketbook and laid out \$11.24. Here is my half," he said. Then she added her little store to it, and together they made up the \$22.48 down payment. Then they "planned how they would each pay half of the monthly payment, kidding each other as they figured.

Brother and Sister

"No, they weren't a newly married couple—they were a brother and a sister, all through school and working now, and they were buying their mother a refrigerator for Mother's Day. I'll bet no person in the world was any happier than their mother when that new Frigidaire came home. That was a greater present than jewels to a queen."

Here's another with a strong local

"Perley Haskett of Haskett's Sporting Goods Store in Barre told the (Continued on page 179)

PROMOTIONS at Holden's are year-round. Salesmen Nerney and Hackett, described on radio show as "two curly headed Irishmen," load a washer for delivery on truck advertising oldest washer contest.



JUNKED APPLIANCES strewn over back yard area of store indicates volume of trade-in business. The company pays truckage fee for all trade-in appliances delivered to the store.





THE TOWEL is clean, as Bob Shaffer's prospects (seated) can see with their own eyes. This visible proof of washing action on prospects' own fabrics is one reason why demonstration faundries pay off.

Demonstration Laundries Doubled Their Sales

Three complete, operating home laundries help prospects make a choice—and a buying decision—at Shaffer & Duff, Oceanside, Calif.

R ECENTLY the wife of a small rancher near Oceanside, Calif., expressed doubt that an automatic washing machine could clean her husband's sweaty, grimy clothes J. Gorndon Shaffer and his partner, Gordon T. Duff, operators of Shaffer and Duff Appliances, Third and Freeman Streets, Oceanside, accepted her challenge.

"Why don't you bring in your husband's work clothes and try it?" they asked. "We've got three machines set up. You can try any one."

The woman came into the store with a pair of "levis" and a workshirt that had been used by her husband aboard a dusty tractor. Still skeptical, she threw the clothes into the first automatic machine at hand . . . a Hotpoint. Everyone gathered around watching the dirt come to the top. The first wash water was black and greasy, but when the washing was finished the levis and shirt came out clean. The rancher's wife did not hesitate. She ordered the washer on the spot.

This is just one example of the results Shaffer and Duff are getting from the three complete automaticlaundries which they set up in their store. The partners decided to let the customers see for themselves which automatic they preferred.

Since installation in June they've rung up the best sales in their four years in business. Automatic

washing machine sales have more than doubled. Someone comes in to try the laundries every day. Some women use two machines simultaneously.

Try Them All

"Some customers come in prejudiced against a machine because of an experience in a self-service laundry, or as a result of a conversation with a neighbor," Mr. Duff, ex-Marine, and Mr. Shaffer, former Army bomber pilot, reported. "We urge them to try any of our laundries... all three at once, if they like.

"The result has been," they added, "that 50 percent of the customers who try our laundries become customers for a machine."

The partners arranged the three laundries in a compact area on one side of their average sized store. They provide a comfortable loveseat where women can rest while comparing machines.

The community was so pleased with this novel service that the local daily, weekly and shopper newspapers ran stories on the event. Thus Shaffer and Duff's three laundries received free publicity in most of the homes in the county.

The expense of plumbing?

Sale of two machines the first day after the demonstrators were set up paid off the investment. End

Three Laundries . . . Three Demonstrations



LAUNDRY 1: A young Oceanside housewife shopping for washer at Shaffer & Duff brings her own clothes, makes the first of three washing tests with Hotpoint equipment.



LAUNDRY 2: Like Hotpoint array, Westinghouse equipment, which she tests next, is connected on the store floor. It includes washer, dryer and water heater.



LAUNDRY 3: After washing in all three makes of washers, prospect is sold on automatic washing. She can choose whatever brand fits the needs of her pocketbook.

THE BBB WILL GET YOU...

... If you don't watch out

Business may be hard to get, but appliance dealers who are tempted from the straight and narrow business path are fair game for the 100 Better Business Bureaus which work to protect legitimate dealers from sharp operators, swindlers and even the dealers' own customers

T looked like a good idea at the time. The appliance dealer was finding business harder to get and advertising, cost money. Then the space salesman for a neighborhood newspaper in his city showed the dealer that advertising, handled the "right way," didn't cost anything—in fact, there could be a cash return on each

piece of copy placed.

The appliance dealer placed a 168inch display advertisement featuring his major franchised line, and was billed for \$226.80 which had been computed at the newspaper's published rate. It was a good advertisement-just what the distributor liked to see his dealers use, so there was no delay in mailing the distributor's check for \$113.40 to the dealer. Not much delay either, in the mailing of a second bill from the newspaper to the dealer-this time for \$90, computed at the "special rate." The dealer cashed the distributor's check, paid the newspaper, and pocketed \$23.40 as cash profit on the deal.

But someone peeked. And before long there were photostatic copies of the bills and checks to confront the appliance dealer and the newspaper with the fact that they had broken the law by being in collusion to defraud the distributor.

Outright Forgery

But this "double billing" scheme was not as rough as the practice of the appliance dealer several hundred miles away. Faced with buyers' market problems—no more capital, no customers parading through the door, rent, salaries, etc., to pay—he forged customers' names to time payment contracts and discounted them to the local bank without moving an appliance off his floor. Of course, that fellow has been too busy since then appearing before the judge who tries felony cases to worry about the progress of the appliance business.

Both cases were rougher than the wide variety of practices that are appearing in alarming numbers since the return of a full supply of appliances made the "marginal operators" turn to other means of building appliance volume. The sad part of the recent reports concerns the otherwise legitimate appliance retailers who make the mistake

of cutting corners in the ethics of their operations when they get into the swing of fighting for business in a competitive period.

Whether he is turning to unfair trade practices willingly and with design, or whether he is careless in his practices, the appliance retailer should realize that someone is looking at him, waiting to straighten him out, politely if possible, forcibly if necessary. These are the more than 750 employees of the nearly 100 Better Business Bureaus operating in as many cities throughout the country. These men-BBB men for short-are sponsored by the cooperative efforts of nearly 700,000 independent businessmen, who believe in operating business through regulations and restraints imposed, not from outside, but from the inside. As described recently in Collier's magazine, "The Better Business Bureau man is hired by businessmen to protect the public from unethical businessmen. He has no legal power. Yet his moral suasion is so potent that he can with a word instigate grandjury indictments, stimulate district attorneys, call out the Federal Trade Commission, and even swing the F.B.I. into action . . . the BBB-men speak softly but carry a big stick in policing merchants who are long on enterprise but short on conscience.

While the electrical appliance industry is no worse, it is little better than any other durable goods field in its members' tendencies to stray from the straight and narrow business path. Examples of how members of this industry have strayed during the past few months can serve two purposes: (1) To show all dealers that there is little chance to get away with these practices; (2) To detail some of the rules that industry has set down as unfair trade practices.

man trade practices.

Misrepresentation

In that twilight zone bordering the unethical and the illegal come the wide variety of practices that keep the BBB men interested in retail appliance merchandising—misrepresentation of the goods to the public. It can be the case which was cleared up this spring in San Francisco when a large furniture and appliance concern used four-inch-

high letters to advertise "FIRE SALE" and too-small type to qualify that many items included in the stock were not from the fire stock. Coupled with that were the presentations of a "nationally-known make" of water heater which could not be identified by local appliance industry experts, a floor sun lamp advertised at \$19.95 as a regular \$59.95 seller when it listed in local stores at \$48.50. The BBB-men requested and got a correction published in the San Francisco newspapers.

"Formerly Sold For . . ."

One of the biggest problems for the BBB-men is the appliance retailer's use of the phrases "list price," "for-merly sold for," "a \$— value," "selling elsewhere for," etc., when a lower price is quoted. The California Business and Professional Code provides that when a former price is quoted, and that former price has not been in effect for three months, the dealer must state the date when the price existed. If the model has been discontinued, the BBB men expect the dealer to say so when he advertises a price lower than the last list price. That was a problem early in 1949 when hundreds of stores advertised the cut price of several national brand refrigerators which had been left over from 1948. If the dealer mentioned the 1948 price he was expected to mention that it was a 1948

This year has seen a wave of complaints to the BBB men concerning vacuum cleaner stores. One San Francisco outfit advertised "rebuilt" cleaners at very low prices. The prospective customer-and the BBB shopper who checked the complaint-found that the vacuum cleaners were sans bag and sans belt. When the cost of a new bag and a belt were added to the advertised price, the total cost was equal or above the local market price for the same rebuilt cleaner. Another concern in the same business came to the BBB attention when it used "bait" advertising as a come-on to sell higher priced vacuums. The method varied, sometimes the store was temporarily sold out of the advertised model; sometimes the operation of the model was purposely so poor that the prospect could be switched to the higher-priced model.

The availability of a top-brand small tank cleaner at low price enabled another store to grab the prospects by a radio campaign that claimed that "attachments were included." Investigation showed that only certain attachments were included, that the rest of the attachments on necessary for a tank cleaner would cost the buyer an additional amount equal to the advertised cost of the cleaner.

A simple claim, such as advertising that he is "America's Largest Retailer of Home Appliances" was challenged by the Better Business Bureau, which asked for supporting figures. When the figures were not presented, the BBB asked local advertising media to delete the claim. The controversy died when 'America's Largest Retailer of Home Appliances" ended on the auction block. The dividing line between what the FTC calls "legitimate puffery" and what the BBB calls "bragging with intent to deceive" is sometimes hard to define, but in most cases it can be done because the BBB looks at the claims in the light of the effect on the public. One of the nation's largest chains used the claim "sells for less" and "always for less." Although the concern had a fine reputation for good products and fair dealing it was requested to drop the slogans because the stores carried fair-traded merchandise which could not legally be sold for less. Guiding the BBB course of action in this and hundreds of similar cases is this phrase from its famous "Guide for Retail Advertising and Selling": "It is impossible for any retailer to have complete and accurate knowledge of all prices in all stores at all times. Underselling claims . . . should not be used."

Phony Trade-Ins

There are cases in which the appliance dealers are asked to stop merchandising practices which have been suggested or outlined to them by their national suppliers. Recently, dealers were requested to stop the campaign in which a nationally-known washer was listed without including the mandatory charge for a year's service. After discussion it was agreed that the service charge be added to the washer price to create a price that (Continued on page 96)

Vacuum Cleaner Demonstration Party

Dealer Harold Greist, Jr., of White Plains, N. Y., uses the user as hostess for a demonstration in her own home, encourages attendance with free scatter pins for guests

SING the user can set off a merchandising chain reaction which finds prospects and builds sales, claims Harold Greist, Jr., manager of Yours Truly Appliance Co., White Plains, N. Y.

Using the scatter pin party plan designed by the Lewyt Corp. for promotion of its cleaners, Greist gets owners to act as hostesses at demonstration parties in their own homes by holding out the lure of a gift of a plated silver tray if a cleaner is sold. He also makes it clear that every guest—he asks that there be at least seven—will receive a free scatter pin.

There's nothing new about the plan, either as set up by Lewyt or employed by Greist. It's an adaptation of the much-used cooking utensil party, but in the hands of an expert salesman like Greist it becomes a powerful sales tool.

Much of his presentation is founded on basic psychology. Halfway through his demonstration at each scatter pin party. Greist holds up a silver plated tray for both hostess and guests to admire, then explains that if anyone buys a cleaner he will give the tray to the hostess. Since guests are friends or relatives they want to see their hostess get the free tray-and are therefore encouraged to buy a cleaner. The same stunt also appeals to their own desire for a tray and encourages them to become cleaner owners so that they, too, can have a scatter pin party and get a free tray.

Says Greist, "It's always a pleasure when the ladies begin figuring on just whom they'll invite to their own parties. Almost like a chain reaction."



1 IGETTING AN OWNER to act as hostess at a scatter pin party means plenty of telephone calls for dealer Harold Greist of Yours Truly Appliance Co., White Plains. N. Y.



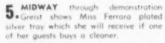
2 PREPARATIONS for party—and the vacuum demonstration for which it is the excuse—are made ahead of guests" arrival. Bog holds demonstration equipment.



3 USING HOSTESS Judy Ferrara's own cleaner, Greist invites guests to test powerful suction for themselves, one way of getting entire group into the act.



4 PROOF OF POWER of cleaner is an excellent waker-upper if attention starts to flag. Keeping rubber ball aloft by air blast does the trick.





6 ONE OF GUESTS signs order for cleaner as demonstration ends, becomes potential hostess. Two others signed up for home appointments.



7. ELASORATE refreshments provided by hostess at finale of party surprise a Greist—who expected his case of soft drinks to be major contribution. The distribution of free scatter pins to all who attended builds good will, encourages word-of-mouth advertising, helps pave the way for future parties.



You are being watched by Mr. and Mrs."

JOHN WOOD AUTOMATIC ELECTRIC WATER HEATERS







Decorator's magazine?

Certainly-why not? . . . But Successful Farming, published for farmers? . . . Right! Because the SF subscribers are the largest and finest market for decorators, home furnishings, equipment, electrical appliances, table settings and food-in the world today! More of a quality market, in this one magazine, than existed in the whole country pre-War!

Successful Farming has always been selective in its content and circulation . . . concentrated on the country's best farmers, in the Midwest, the agricultural Heart states having the best soil and climate... farmers with the largest individual investments in land and equipment, volume production of basic crops, highest cash incomes . . .

The SF subscriber has always had an income well above the national farm average. And with ten years of record prices and profits, the Successful Farming family is catching up fast on its living standards . . . Ask the electrical appliance stores, where SF farmers do their buying!

No other medium has the SF farm market . . . General media merely meet its fringe, can't deliver advertising to the top farm families . . . are no substitute for Successful Farming, or for the interest, acceptance and confidence SF gives to advertising-after forty years of effective service in helping make farming the profit business it is today!... Get the facts from any SF office . . . Des Moines, New York, Chicago, Detroit, Cleveland, Atlanta, San Francisco, Los Angeles.



SUCCESSFUL FARMING





WHEN THE COUPLE in the picture buys this refrigerator, a card will be made out giving full details of the sale, method of payment, the amount of trade-in allowance, cost of reconditioning the trade-in and its resale price.



LAKEWOOD APPLIANCE CO. is locateld a few miles west of Denver in a suburban community where owner Aldrich has set up an organization which offers service facilities and trade-in arrangements to match those of his Denver competitors. The company has tripled in size during the last three years.



HARRY ALDRICH, Lakewood owner, works out classified advertising of traded and reconditioned refrigerators. "The classified system," he says, "costs less and will sell seven out of ten used appliances."

4 WAYS TO KEEP A PROFIT

Lakewood Appliance Co., Colo., established a trade-in system, found a market for "junked" refrigerators, eliminated salesman turnover and expensive cold canvassing to cut its operating costs—and found it had opened up new sources of profit

By ROBERT A. LATIMER



LIMINAT-ING every-day "profit leaks" and simultaneously uncovering a series of un s u s p e c t e d sources of profit are helping Lake-

wood Appliance Co., Lakewood, Colorado, show an improved profit ratio per \$10,000 in sales volume, according to owner Harry Aldrich.

Aldrich, the only major appliance retailer in Colorado's second largest community, a few miles west of the capital city of Denver, believes that the average retailer "takes too many risks" and gambles too frequently on whether a transaction will show a profit, with no attempt to ascertain just how much improperly-handled trade-ins, poorly planned advertising, or other facets of operation are costing him. Since early 1949 he has been "tying up the loose ends" as he put it,

to do away with unnecessary costs and to add sources of profit.

Franchised with the major lines of Admiral, Hotpoint and Phileo in refrigerators and laundry equipment, Aldrich sells a terrific volume of new appliances to Lakewood residents, many of whom live in the populous suburban community, but work in the downtown Denver district. In order to insure that he contacted the largest possible number of new homeowners "close to the site", he moved out of the downtown Denver district into the Lakewood area in 1945, and has been selling there ever since.

In order to compete with longerestablished appliance dealers in downtown Denver, he felt it necessary to set up service facilities, trade-in arrangements, etc., to match—and thus, from the outset, Lakewood Appliance has included complete service departments for radios, refrigerators, washing machines, and all other appliances. "We set up these service departments at a time when it appeared there was no actual use for them," Aldrich said. "For example, during the first year or so, only 10 percent to 15 percent of new refrigerator sales required tradein allowances. Now 65 percent of new refrigerator sales involve a tradein, as do sales in almost every other appliance category. Since we already had our appliance service departments established, and plenty of market for used trade-ins, we were able to start giving worth-while trade allowances when the need arose—and thus protect our volume."

Tightoned Trade-in System

The trade-in problem was one of the first which the Colorado dealer studied in the "tying up the loose ends" program. "A lot of dealers believe they are making money on trade-ins when they are actually losing consistently," Aldrich claims. "We were in the same condition, until we took steps to do something about it. We handle

trade-ins only under a system which guarantees against loss."

Under the Aldrich plan, three regular salesmen of the firm are permitted to make trade-in allowances on the sales of new refrigerators. The allowances, however, are limited to onehalf of the maximum profit on the new refrigerator sale. Thus, if total markup on a new Philco, for example, is \$90, the maximum trade-in allowance is \$45. Naturally, this means that the trade-in box must be resold at a figure sufficient to return \$45 in order to maintain clear profit on the new refrigerator sale, with such costs as haulage, reconditioning, new parts, etc., all figured in. "By thus limiting the tradein allowance to half of the total of the new-box profit, we stand a far better chance of breaking even," Aldrich stressed. "For even if the box requires extensive repairs and reconditioning, we are usually able to turn it over at a worth-while enough price and rap-



AGNIFICENT NEW SHELVADORS-ONE FOR EVERY PURSE AND PURPOSE

> CUSTOM MODELS CB-11

MB-11 **CB-9**

DE LUXE MODELS DB-11 DB-9 DB-7

ECONOMY MODELS

UB-9 UB-7

WATT... Get Refrigerator Business NOW!

With the magnificent new Shelvador* Refrigerator you don't have to wait for a special time of the year for peak selling. You've got a red-hot seller right now! There's no such thing as an "off season" with the 1950 Crosley. We've had to expand our facilities, keep our factory continuously running overtime, hire extra employees—and still can't begin to keep up with the demand.

Crosley's progressive new sales policy—introducing its 1950 line way back in the Fall—characterizes the revolutionary planning that helps to keep Crosley Refrigerator sales at a peak all year round. Every Shelvador sold in these first few months is a special sales help in itself—convincing neighbors and friends that their best refrigerator buy is a Shelvador.

No wonder the 1950 Shelvador sells so fast—here are some of the tremendous sales features you can offer . . .

- Redesigned door—spacious, snow-white shelves completely recessed in door give you twice as much "front-row" space
- Giant double freezer-holds up to 70 pounds of frozen foods
- Handy ButterSafe—separate temperature control keeps butter at the consistency desired
- Large rearranging shelf—exactly what housewives need when loading or rearranging foods
- Dew-point crisper—keeps ample supply of fruits and vegetables at ideal high-humidity temperature
- Flexible shelf arrangement permits adjustment of interior space to meet individual needs

CROSLEY HELPS BUILD YOUR PROFITS WITH . . .

- Tremendous promotions like the successful \$2,000,000 Giveaway Contest—most spectacular merchandising event in appliance history!
- More than \$5,000,000 worth of consumer advertising for Crosley products in a single year!

MAKE 1950 YOUR BIGGEST PROFIT YEAR OF ALL!

For further details, contact your nearest Crosley distributor today, or write:

CROSLEY DIVISION, AVCO MANUFACTURING CORPORATION 1329 ARLINGTON STREET, CINCINNATI 25, OHIO



Shelvador' Refrigerators ... Home and Farm Freezers ... Electric Ranges Bectric Kitchons ... Steel Cabinots Sinks .. Electric Disposers .. Electric Water Heaters Radios ... Radio Phonographs Television





SHOW IT IN THE WINDOW: When you're plugging ironers, why not show what you're talking about by putting one to work in the window? The idea, a good traffic-stopper, doesn't have to be limited to ironers. Gertrude Volt has demonstrated a variety of appliances for William Hengerer Co., Buffalo, N. Y.

Idea



KEEP ECONOMY UNITS TOGETHER: A customer who buys one item because it takes up little space may buy others for the same reason. The B & M Supply Co., Wauwatosa, Wis., knows this, and in one corner displays apartment size washers, roasters, small radios, food waste units, etc.

New Washers for Old— At a Profit

Sensing that a lot of the householders in Tulsa. Okla., were hanging onto their old washers until a good deal came along, Barton & Shearer, 1506 Peoria St., recently pulled a stratagem that worked. "We want old washers to fill an order for a man," the copy read.

"We pulled the rug out from under people by advertising for their old machines," declared Andy Shearer. "Naturally, they had to have a washer in their homes and so bought a new one—from us."

Some 66 washers were sold in ten days.

The deal was perfectly legitimate, and while the firm advertised up to "certain dollars for your machine," they didn't put over the idea they would pay that for all makes or conditions. Shearer is a veteran tire man and carries into washer appraisal a trick he learned in the tire business.



ANDY SHEARER finds that his experience pointing out defects in used tires pays off in Tulsa, where he uses the same technique on washer trade-ins.

"Back in the days when we were trading in old, used tires," he said, "I used to get the old tire up and go over it minutely for defects, putting a ring of chalk around every weak spot. When I got through, that tire looked a wreck and the owner was content to take a much lower allowance for it. You could do the same thing with washers by going over each spot, and in the long run will make a much better deal."

Salesmen are not allowed to appraise the used washers, Mr. Shearer himself goes out for check-

"Many a used machine can be brought in by this kind of figuring," says Andy Shearer, "Go over the machine item by item from the standpoint of rebuilding. Say it adds up to \$25. Say to the customer, "We'll give you \$25 on a new washer what do you say?"

One of Barton and Shearer's stunts is confidence building. Just before a washer goes out of warranty, they bring it in and check it up, changing the oil. There is no charge for labor. It is very pleasing to a customer to be remembered this long after a sale has been made.

When competition offers too much on trade-ins, the firm points to its service department as a means to offset these excessive allowances. Not long ago competition offered \$50 for an old machine, but Barton & Shearer was able to make the sale on a \$19.95 allowance by stressing the value of its service department.

Dealer Radio Show Packs Store

When Hayden Huddleston, announcer for WROV at Roanoke, Va., comes on the air at 2:30 every Thursday afternoon, hundreds of women "shush" the kids and bend to the radio. Mr. Hud-



CROWDS JAM the Electric Service Carp.'s weekly giveaway—cooking-class radio show in the store's display rooms. Successful new show features announcer Huddleston and home economist Riggle who distribute food and prizes to the assembled audience.

dleston not only has scores of housewives listening in at home, he also has an eager audience jampacked into the store from which he broadcasts.

What's the attraction? He's an m.c. at a combined cooking class and quiz show at the Electric Service Corp. in Roanoke, Norman B. Turner, vice-president and sales manager of the firm, conceived the idea of combining these two popular shows with very profitable results.

The half hour program, a Roanoke favorite, features Mrs. Dorothy Riggle, home economist, who discusses and prepares foods in refrigerators, home freezers, and electric ranges right in the store. Members of the audience are invited to try their hand preparing dishes; housewives are interviewed, and special recipes and household hints are discussed.

Does the program pay off? "I'll say it does," says Mr. Turner. "I believe we can attribute approximately 75 percent of our business to it."

From a small audience of 10 or 12, the broadcast now attracts 75 or 80 each week, to say noth-

Digest



"HOW'S IT WORKING?": Several days after Elton Mackin (left) of Norwalk, O., sells a refrigerator, he goes to the customer's home and asks to see how vegetables, etc., are keeping in storage. The new owner is proud to show him what a good job the unit is doing. The results are good will and many repeat sales.



USE YOUR STAIRWAY WALLS: If you have stairway walls that are going to waste, take a tip from Rahr's, Manitowac, Wis. It's the easiest thing in the world for a salesman to grab a brochure on an item of merchandise as he goes up or down. 'A few strips of wood will do the trick.

ing of the tremendous listening audience. This audience response is the result of careful planning.

The program was begun with the help of the local electric utility. "Then," says Mr. Turner, "we started by preparing foods for storage in the home freezers, a new appliance which needs some good promotion work. The program soon created a large listening audience which has increased each week. Later the electric range was demonstrated and instructions were broadcast on its care. In another broadcast, the advantages of electric automatic hot water heaters were discussed, and another was an interview on home lighting. To date, we have covered almost every type of appliance we carry."

Small appliances are offered as prizes for the best household hint of the week and the attending audience gets prizes such as frozen foods or packaged goods. Cards are handed out at the door on which visitors list appliance needs. Prospect lists thus formed have been invaluable to the Electric Service Corp.

Texas Dealer Promotes One Appliance a Month

Small appliances need promoting if they are to sell throughout the year, and, in order to encourage dealers to display and advertise these paying items from their stock, the El Paso Electric Co. of El Paso, Texas, a few months ago statted a program entitled "Appliance of the Month". Selections of appliances to be featured were made on the basis of timeliness and availability. Each campaign was started off with a dealer-distributor meeting, at which the sales story of the selected appliance was presented in a dramatic way and plans were outlined for advertising and promotion. The utility scheduled "use" advertising for the month, centering it on the item in question, while dis-

tributors and dealers were asked to present brandname merchandising over their own signatures. It was left to the individual firm to put on its own method of featuring the item. In practice this varied from a prominent display in windows and store to a live demonstration.

Particularly successful was the one-month vacuum cleaner campaign. This was introduced at a well-attended meeting by means of a skit in which F. C. Quinn, dealer counselor, played the part of the harassed housewife, while J. W. Haynie, his assistant, played the salesman who started on refrigerators but ended up on vacuum cleaners. Jobbers did a good job of following up and assisting dealers. Several special demonstrations and featured promotions nelped step up the sale of cleaners, with the result that reported totals were 25 percent above normal sales.



HOUSEWIFE WITH PROBLEMS was portrayed by "Sparky" Quinn, dealer counselor for the El Paso Electric Co., while J. W. Haynie played the salesman at the dealer-distributor meeting to start a vacuum cleaner campaian.



DROP A QUARTER in the slot, and a recorder takes your order at Hallenbeck and Riley, Albany, N. Y.

Make Sales After Hours: Use a Wire Recorder

Any retailer knows that overhead costs go on whether a store is open or closed; at least one retailer knows that there is a way to lick this problem. During the hours when the Hallenbeck and Riley store in Albany, N. Y., is closed, customers can stop to shop, and order by recorder. A microphone is installed outside the window,

A microphone is installed outside the window, with a 25¢ slot for operating a wire recorder inside. During the evening, or on a weekend, it takes down the customer's name, address and merchandise order, and automatically turns itself off in a few seconds. The next morning, or the Monday after a weekend, the orders are replayed, packaged and sent out. The 25¢ charge, imposed to discourage youngsters and sidewalk comedians from amusing themselves, is refunded to purchasers.

amusing themselves, is refunded to purchasers.

According to Al Young, store manager, the whole system cost less than \$25 to put into operation. The recorder has made as many as 25 sales in a single evening for Hallenbeck and Riley.



Lowest Price Ever for Big 16-Inch Eye-Witness Television

The RCA VIETOR T-164

Here's the amazing RCA Victor set that brings big, 16-inch Eye Witness Television into the low-price field!

You'll turn prospects into buyers-fast -when you point up the giant, 16-inch screen; the fine cabinet with choice of lovely finishes; RCA Victor Eve Witness Picture Synchronizer; built-in antenna; phono-jack to plug in RCA Victor's Vietrola "45" automatic record changer . . . and many more outstanding features!

The T-164 is proof once again that RCA Victor will continue to bring you your best-selling television instruments ... your biggest profit-makers!

Suggested lot prior - plus \$1.31 Federal Tax Factor's Service Contract Latra, Maintaing Consolide Base Extra





ONLY REAVICTOR HAS THE "GOLDEN RCA VICTOR RGA





ONLY BCA VICTOR MAKES THE VICTROLA

"Victoria"-1, M. Reg. U. S. Pat. Off:

DIVISION OF RADIO CORPORATION OF AMERICA FEBRUARY, 1950-ELECTRICAL MERCHANDISING

there's why your profits are greater with this RCAVICTOR

Higher quality and outstanding selling points of

ALL RCA VICTOR instruments keep turnover high!

These features turn Model T-164 prospects into buyers!



Lowest Price Ever For Big 16 Inch Eye-Witness Television!

Challenge customers to compare this RCA Victor 16-inch receiver with other sets. At a low, low \$299.95*...it's a tremendous value that can't be topped.



New Short Tube Saves Room Space!

Show customers how RCA Victor's new short tube reduces cabinet depth from front to back by several inches. Show them how special panel hides controls from sight.



8 new Victrola 45"
best-seller
45 EY... only 29 95
Lowest price ever for
a Victrola phonograph!

Here's one of the brand-new Victrola
"45" instruments we're turning out
just as fast as we can. It's a completely automatic phonograph at the
lowest price ever!

Published reports indicate that inatruments featuring the "45" outself all others 2 to 1. With over 2,000 musical selections to choose from . . . customers make "45" record sales 35% to 50% of total record sales for many dealers!

Push the 45EY . . . push "45" . . . and '50 will be your biggest record year ever!



Matching Consolette Base!

Point out to prospects how this attractively styled base matches the cabinet finish of their choice. And the extra cost is so moderate they're easy to sell.

Suggested list price - plus \$1.31 Federal Tax Factory Service Contract Extra; Mutching Consolette Buse Extra



RCA VICTOR
Factory-Service Contract

Remind customers that with T-164 they may buy the RCA Victor Factory-Service Contract. RCA experts install and adjust set, provide standard antenna where necessary, guarantee performance for a full year.

RCA VICTOR - World Leader in Radio . . . First in Recorded Music . . . First in Television

Two brilliant NEW low priced **ELECTRICS by WESTCLOX**



Orb Electric Wall Clock

Here's the wall clock with all the features your customers want: Plain face—easy to read from any angle. Simple design—easy to keep clean. Famous Westclox dependability. Choice of 4 colors: ivory, white, red, yellow. A handsome, neat clock that's sure to be a best seller, retailing at a very attractive price! $\$3^{95}$



Bantam Electric Alarm

An exceptional value in the low priced field!
Only 3½ inches high and a winner in every
way. Moulded plastic case in beautiful ivery
finish. Brown numerals and hands—two-tone
dial that's unusually legible. Alarm indicator is
on the dial. Comes in both plain and luminous
dials. Luminous retails at one dollar more.

\$3⁹⁵

RETAIL

WESTCLOX

Electric Clocks

MADE BY THE MAKERS OF BIG BEN
Products of GENERAL TIME Corporation



WESTCLOX, La Salle-Peru, Ill., in Canada, Western Clock Co., Ltd., Peterborough, Ont. or more sample lamps were left in the



SALESMAN H. W. Hart of the Central Arizona Light & Power Co. brings a sample floor

Arizona Develops Its Lighting Market

DURING the war, materials were short and housing was often temporary. Some of the home lighting systems installed were inadequate to the point of danger, Central Arizona Light & Power Co., realizing that a heavier lighting load would help balance summer air conditioning peaks, recently got Phoenix dealers to cooperate in a campaign to reach this inviting market. Nine customer contact men plus eight home service girls made up a task force to tell customers the lighting story.

Calapco bought 1,000 floor lamps made to sell for \$9.95, and 200 more which would cost the customer \$15.95. This stock was made available to dealers on a parity basis, and all field workers got the word to urge that the sale be made through the dealer if possible; rather than lose a sale, however, the power company would sell lamps itself.

No actual commission was paid for sales, but points were awarded for each sale, later redeemable in cash. To encourage dealer sales, more points were allowed if the purchase was made through a retail store than for direct sale. In addition, field workers carried a supply of bulbs, also for sale on a point commission basis.

Calls were cold canvass, with sample lamps carried in the hand and shown to the prospect as she opened the door. If the worker could persuade the housewife to allow a demonstration, the complete lighting story was told and one or more sample lamps were left in the home on trial. Few families were willing to go back to their old lighting systems after the trial period, and results were extremely good. One husband who had turned thumbs down on the deal originally, held a meeting of his church society in his home while the lamp was in use. "He says we've got to keep it now," his wife told a worker, "after all those people saw it in our house."

The first two months of the survey were conducted in the section of town where low-use customers abound, with time payments as the basis of many sales. The power company encouraged dealers to set their own terms, but offered purchase at 95¢ down and nine months to pay, with the bills kept strictly separate from lighting bills. By the end of April no lamps were left in stock, and it was estimated that dealer lamp sales had doubled during the period.

Convinced that it is on the right track, Central Arizona Light & Power is reaching up its sleeve for more tricks. Already a two-month yard lighting campaign, conducted along the same lines, has been carried out. Floor lamp and bulb sales will go on, with a shift of emphasis to the more prosperous sections of town. Other specialty items may follow. Every time a home call is made on a customer for any purpose at all, the lighting story will be told. All company ads throughout these promotions refer to "your favorite dealer" as the source for purchase.

End

GET 'EM WHILE THEY'RE HOT..

and you'll make a cool profit with the new Dearborn Weather-Maker evaporative coolers and the NEW, 1950 Sifon-Aire window fan . . .

READY NOW... Dearborn's new, profit-making line of WEATHER-MAKER evaporative coolers... its brand new 1950 SIFON-AIRE Window Fan. Ready to bring you the biggest sales year in history! Get your orders in now for the hottest line of comfort-makers on the market... get ready for hot weather sales... get your customers while they're hot!

GET THE FACTS ON YOUR OWN HOME TOWN MARKET WITH DEARBORN'S EXCLUSIVE MARKET ANALYSIS!

Your Dearborn salesman can give you powerful selling information—vital facts and figures on the market, right in your own "back yard." He can tell you the...

- Dollar sales potential-in your market.
- Total number of wired homes-in your market.
- Total spendable income-in your market.
- Amount and kind of advertising Dearborn will pour into your market.
- Necessary amount of local advertising for you to run over your own signature in your market.
 and other market data never before available!

It's an exclusive market analysis...careful fact-finding in your territory... prepared by Dearborn especially for you...it means money in the bank for you!



DEARBORN STOVE COMPANY
Factories: DALLAS • CHICAGO
General Offices: 1700 WEST COMMERCE ST., DALLAS, TEXAS.



YOUR MARKET IS READY . . . and here are the Dearborn Weather-Makers for 1950 that are ready for the market!



America's most advanced evaparative cooler with its Swing-front design—another exclusive Dearborn feature. In maments, motor and pads are accessible for routine care that means longer life and top level efficiency. Dozens of other features make it America's most outstanding Cooler value.

THE REVOLUTIONARY, 1950 SIFON-AIRE WINDOW FAN DWF-25B

New design, new finish, new efficiency—the 1950 Sifan-Aire is a distinct departure from arthodox fon design. Broad new ORCHID blade most efficient ever designed for exhaust fan. Unique design eliminates air turbulence at fan's center and vortexing at blade tips. Gives smooth, even flow of air in greater volume. N.E.M.A. rated 2,500 CFM at 1,050 FPM.



Feature for feature, the best looking, most efficient, trouble-free coolers on the market. New Dearborn-designed cosement window enclasure assembly makes installation in mest casement windows on simple on any other kind. New features, new efficiency, new aconomy mean new profits for you.



Get your order in early for your Dearborn Weather-Makers THEY'RE PROFIT-MAKERS FOR YOU! ONCE IN A BLUE MOON.

A promotion

2 NEW

PROCTOR

ALREADY A
SALES
SENSATION
FROM COAST
TO COAST

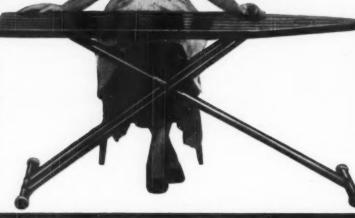
New! Mary Proctor

HI-LO IRONING TABLE

It's a natural seller-sales-tested across the country.

In one Philadelphia store this outstanding, new, better and different table quickly outsold other makes 3 to 1. A mid-west distributor placed 5 orders totalling 1008 tables in 29 days. It meets the big demand for a quality table, adjustable to user's height for easiest ironing, sitting or standing. Rigidly built of all-steel parts. Four-point support gives steadiness and solidity. Extra wide top, long tip. Light weight. Folds to $3\frac{1}{2}$ inches depth. Offset legs give desk-like knee room for comfortable sit-down ironing.

ONLY \$1295





SENSATIONAL PRICE SPECIALS - To keep

Special!

PROCTOR NEVER-LIFT IRON

A sales-making special on the amazing iron that lifts itself, with the same fine modern features that have made it a leading seller from coast to coast.

Regularly \$14.95. NOW ONLY \$1195*

Special!

PROCTOR CHAMPION IRON

A new, volume-producing price on this fine Proctor Speed iron. Has full even heat, double thermostat fabric dial, exclusive Rayon Safety Signal. Features your custom-

Regularly \$12.95.. NOW ONLY \$995*

Special!

PROCTOR STANDARD TOASTER

No finer toaster value anywhere than this beautiful quality toaster with the exclusive Proctor "Color Guard" that toasts to every taste.

A year ago, it sold for \$1395*



that Has Everything!"

New!
Fits any board drum-tight!

CUSTOM-FIT PAD AND COVER

A natural additional sale to every ironing appliance customer. Fits any board drum-tight for easier ironing. Goes on in a jiffy. Steel springs keep it tight – no elastics. Cover is heavy quality, double-life, sanforized sail cloth. Comes in three attractive colors—powder blue, sand beige, primrose yellow and "sun-bleach" white.

ONLY \$395

your cash register ringing!

Extra PROCTOR Custom Toaster and Special PROCTOR MAID Tray Set

You'll amaze your customers with Proctor's finest \$22.50 toaster in combination with this beautiful 3-piece peasant design tray set for little more than the toaster price alone.

Combined value - \$32.45...NOW ONLY \$2395*

*Fed. Tax Incl.

TIMED FOR BIGGER "OFF-PEAK" SALES

BIG NEWS, Mr. Dealer. Proctor's most sensational promotion. Timed to make "off-peak" sales JUMP instead of slump . . . a "Once in a BLUE MOON" event.

Look at its range. TWO outstanding NEW PROD-UCTS... natural EXTRA sellers with ironing appliances. FOUR terrific PRICE SPECIALS on top-quality merchandise to "bring 'em in running." BACKED by big FULL COLOR national advertising (see below). PLUS everything you need for local merchandising a special display, colorful window posters, special consumer literature and mailers, and other items.

Make no mistake. This promotion means BIG SALES and BIG PROFITS, extra welcome in "off-peak" months.

Get your share. See your distributor now for our 2 special assortments designed to earn you EXTRA PROFITS, and for free merchandising aids.

HARD-WORKING ADS TO SEND YOU CUSTOMERS

From coast to coast Mrs. Housewife will get the news. She'll see big full-color ads in American Weekly, reaching 10,000,000 families. She'll see special newspaper ads in many other selected cities. And there'll be Proctor ads in LIFE, McCALL'S, GOOD HOUSEKEEPING, LADIES' HOME JOURNAL—combined circulation of 16,740,591. During your "off-peak" season, over 170,000,000 smashing Proctor sales messages—will send the customers into your store.





NEWSMAKER IN APPLIANCE MERCHANDISING

LOW-COST HOME COOLING IS HERE!

1950 Hunter Package Attic Fan

LOOK AT THESE FEATURES

Easily installed

Quiet and powerful

Automatic ceiling shutter

Certified PFMA air ratings

2 sizes—4750 and 6800 CFM

Ideal for low-clearance attics

Hunter quality construction

Manufactured by

HUNTER FAN AND VENTILATING COMPANY

Exclusive Fan Makers since 1886

Write, wire or mail coupon for catalog, prices and name of nearest Hunter distributor

HUNTER FAN AND VENTILATING COMPANY 398 S. Front St., Memphis, Tenn.

Name

Address

City & State

HUNTER
Package Attic Fans



RALPH WILDER'S two rules for water systems: 1. Underestimate capacity to avoid disappointment of inadequate equipment. 2. Install carefully.

The "How-To" Behind 1,500 Farm Water System Sales

Ralph Wilder's installation methods have built up his volume of business in water systems

NE of those who realized that a power driven water system is the heart of the rural electrification job was Ralph Wilder of Chillicothe, Mo. He and his wife had no old-time hardware business or long acquaint-anceship with farmers to back him up. Truth is, he and Mrs. Wilder moved in to Chillicothe on a cold turkey basis. He wanted to distribute industrial equipment, and Fairbanks-Morse water systems were one of the lines he could get.

Therefore, Ralph Wilder went to work to learn what it took to sell water systems. In the last ten years the Industrial Equipment Co., his firm, has moved 1,500 Fairbanks Morse outfits, he estimates.

It's the Installation That Counts

April, May and June turned out to be the best months of the year for sales for Mr. Wilder. There is no chance for business in the winter on account of the ground being frozen. He discovered that 25 percent of his sales were replacements and even though farmers are supposed to be pretty flush boys, about half of them bought their water systems on time.

About half of the wells in that section of Missouri are shallow, and house installation runs anywhere from \$35 to \$45. The Wilder firm found the best way to sell pumps and water systems was to underestimate the capacity. Nothing disappoints an owner

more than a pump which will not deliver, and if it has been sold on price alone, often the customer gets too small a job for his duty. Farmers are good on taking measurements, he discovered, and in aiding in the installa-

"There is need for a manual on installation which will be explicit in detail," Mr. Wilder said. "For example, the trade needs to know whether the motor will run on 110 or 220 volts.

"People need to be told how careful they have to be in installing jet pumps. For example, if even a June bug gets into the pipe and it is not cleaned out, it could put the thing out of commission. In fact, I even advise my people to screw the pipe thread a ways before even applying compound which could cause trouble."

A good jet pump, if properly installed, is almost service free, but the trick is in getting a perfect installation. Mr. Wilder says that the position of a jet pump is important. For example, when it is put in position, it must be higher than the pipe. For you cannot prime a pump over a "U."

There should be information cards in plain language attached to all parts.

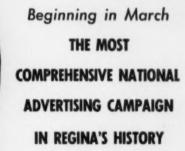
One of the things that manufacturers should do, Mr. Wilder said, is to have each part of a water system (such as tanks) priced separately as there are a lot of replacements.

The Wilder company, which works (Continued on page 92)



Feature KEGINA TWIN-BRUS **POLISHER**

America's No. 1 Scrubber and Polisher Retailing at \$5950



Eleven leading magazines - more than 23,000,000 circulation

DISTRIBUTORS IN ALL TERRITORIES

MAIL TODAY!

Please send me name and address of distributor for my territory.



The 1950 General



\$34.93 (incl. Fed. Exc. Tax). Price subject to change without notice

Electric Triple-Whip Mixer!

LOOK AT THE SALES FEATURES THIS BEAUTY OFFERS...



3 BEATERS SO EASY TO CLEAN

For faster, more thorough mixing, your customers get three beaters. They're easy to clean . . . rounded corners . . . no center shaft.



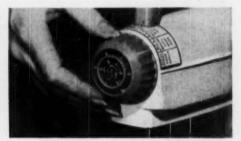
BUILT-IN LIGHT

Shines directly down into bowl. Housewives love it. And it makes as effective a point-of-sale demonstration as you'll ever come across!



NEW AUTOMATIC JUICER!

Squeezes, and automatically strains a dozen or more oranges with no clogging. Four-quart and two-quart bowls accompany mixer, of course!



NEW SPEED SELECTOR!

Newly designed Speed Selector located out front where you can read it. Result: Your customers are always sure of the just-right speed, whatever they're mixing!



LIGHT WEIGHT-MORE POWER!

Weighs only 3½ lbs when used as a portable, yet assures housewives constant power and lots of it—even at low speeds, even when mixing the heaviest batters.



LOW STORAGE!

Easy-to-demonstrate "flip over" feature lets mixer be stored under low shelves. Appliance & Merchandise Dept., General Electric Company, Bridgeport 2, Conn.

You can put your confidence in-

GENERAL



ELECTRIC

Coffee as you like it...

and kept hot!

Dominions

"STA-HOT"

Two-Heat PERCOLATOR



There's an eager market for this newest Dominion appliance! Look at its features: Clean-cut, effective design in handsome, polished aluminum: full 8 cup capacity; roomy, ebony black handle, plus -- two-heat control!

Turn indicator to "PERC" until coffee is brewed -- then, turn to "WARM" and it keeps coffee hot indefinitely. Another winner in the Dominion line of table appliances!

Available through reputable distributors across the nation

DOMINION ELECTRIC CORPORATION

Mansfield, Ohio

- Light-weight, balanced, easy to handle
- · Full 8 cup capacity
- Two-heat control -- makes it right, keeps
 - Popular priced



1500 Farm Water System Sales

-CONTINUED FROM PAGE 88-

through dealers throughout the territory, has a policy of giving one dealer in a community an exclusive franchise. If the customer comes in and buys in Chillicothe from Wilder, the dealer gets his commission just the same.

Although he is not an engineer, Mr. Wilder goes out personally to look over any situation on which there is trouble. Most of the difficulties are obvious to the eye and are due to faulty installation.

Dealers Have Freedom In Selling

In regard to selling, Wilder's dealers work two ways. Some of them make a 25 percent markup above the price of installation. Other dealers give the customer a flat price. There are advantages to both methods but they are not the basic cause of sales.

What brings trade in is the confidence that they can get a pump and a water system which will work, and the dealer will stand behind it and see that it does. End



WAIT-DON'T WE KNOW ANYBODY WHO CAN GET US A DISCOUNT ON IT?"

SPECIAL! Stores in 34 states feature COMPANION article on electrical kitchen appliances—in displays and in advertising.



Women Use the Companion ...and you can too!

GET ATTENTION AND SALES WITH DISPLAYS built around these two exciting articles in the February Companion! "Where Cooking's a Joy"—the latest kitchen equipment makes a super combination of old-time coziness and modern streamlined efficiency. "Mrs. Parker Gets a New Dryer"—All kinds of uses for this great worksaver. Instructions on how-to-use, suggestions for how-to-buy. Tie in with these timely Companion articles and steer customers your way. Display the merchandise advertised in the Companion (listed at right).

COMPANION

THE MAGAZINE OF PERSONAL SERVICE, HOME SERVICE, PUBLIC SERVICE

IT PAYS TO FEATURE THESE PRODUCTS!

Products advertised in the Companion have a big advantage — the Number One editorial boost! No wonder dealers find it more profitable to display these Electrical Products!

Air-Way Sanitizor Vacuum Cleaner

Bendix Home Laundry

Cory Coffee Brewer

Domestic Sewmachines

General Electric Irons

Frigidaire Appliances

General Mills Tru-Heat

General Mills Automatic Toaster

Handyhot Quality
Appliances

Maytag Washer & Ironer

Mirro-Matic Electric Percolator

NuTone Chimes

Speed Queen Washers & Ironers

Sunbeam Ironmaster

Sunbeam Mixmaster

Universal Cook-a-matic

Westinghouse Appliances

White Sewing Machines

Here's One of the Greatest Appliance Ads of All Time!

See it in the March 11th Saturday Evening Post!

And . . . 63,000,000 people will see it, too, during

March, April and May in these great national

magazines, shopping places for appliance dollars!

SATURDAY EVENING POST • McCALL'S • WOMAN'S HOME COMPANION
GOOD HOUSEKEEPING • BETTER HOMES & GARDENS • AMERICAN HOME
HOUSE BEAUTIFUL • SUCCESSFUL FARMING

YOU KNOW SYMBOLS SELL

...and the clothespin is a great symbol, the picture of drudgery to the housewife, the picture of profit to alert appliance dealers! Put this Advertising to Work

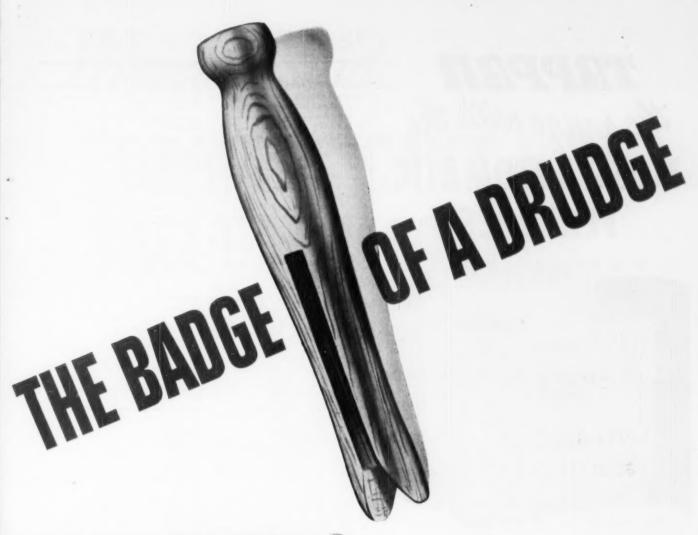
GREATEST APPLIANCE SALES PLANS OF ALL TIME! See your Hamilton distributor without delay! Just ask him, "What can I do with a clothespin?" He'll tell you all about the great sales-making clothespin promotion to sell Hamilton Dryers.

HAMILTON MANUFACTURING CO., TWO RIVERS, WISCONSIN

In Canada the Hamilton Dryer is known as the Coffield-Hamilton Automatic Clothes Dryer, and is distributed by Coffield Washer Co., Hamilton, Ontario

Automatic CLOTHES DRYER

Gas and Electric Models





Yesterday's women used washtubs, washboards and clothespins! Why is it that so many modern women are pinned to the clothespin, living without the convenience of an automatic clothes dryer? The clothesline, pins and all, had its place in the Dark Ages of household drudgery. Today's woman can dry clothes the Hamilton way, ready to iron or put away!

Today's woman avoids the backyard backache of heavy clothesbaskets.

She saves hours on washdays... steps and efforts, too. She ignores the wind and weather. She's got grandma beat a mile with her

Hamilton Automatic Clothes Dryer!

If you know someone with a Hamilton Dryer, you know a very smart gal! If you want to know more, see your

Hamilton dealer or utility company.

The World's First Completely Automatic Clothes Dryer

Hamilton

Automatic CLOTHES DRYER

Gas and Electric Models

Write to Dept. EM-350 for free booklet on clothes drying, home laundry planning. HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN



TAPPAN the range with the MOST AUTOMATIC FEATURES



Today's homemakers want automatic cooking. Besides the exclusive Tel-U-Set which puts automatic controls within finger-tip reach, Tappan has dozens of other wanted conveniences, including:

- Clock control for completely automatic oven cooking
- Two electrical outlets—one timed automatically
- Automatic 30-minute timer
- Automatic "Burner-on" signals
- Automatic "Oven-on" indicator
- Automatic oven illumination
- Chrome-lined oven with Visualite "see-through" door
- Visiguide time and temperature chart
- CleanQuick chrome broiler
- Organized storage compartments
- Crisp-Chest protects dry foods from moisture.

Tappan has a complete dealer-help program of posters, mat ads, customer folders and bill enclosures, floor displays, salemen's portfolios. Call your Tappan representative or write us at the factory.

You'll go farther in 50 with Tappan

THE TAPPAN STOVE COMPANY • Mansfield, Ohio

For 69 years the makers of fine ranges

The BBB Will Get You . . .

-CONTINUED FROM PAGE 73-

would not deceive the public. Another national manufacturer was involved when his campaign reached local level. A large trade-in allowance was to be given on any old washer turned in on this manufacturer's new washer. The amount of the trade-in compared to the advertising list price indicated to the public that there was a substantial saving. However, at the same time, the manufacturer cut the price of the washer to the dealer. The Better Business Bureau corrected this situation because it is inherently opposed to what is calls "phony" trade-ins. In a statement of national policy on appliance trade-in allowances, the BBB said:

What Makes a Trade-in "Phony"

"By 'phony' we mean the trade-in which really disguises a price cut, or an especially inflated mark-up . . . Better Business Bureaus are opposed to insincere trade-ins . . . and believe that they are (1) misleading to the public; (2) unfair to competition; and (3) detrimental to public confidence in business. Here is why we think so:

"1. The consumer who believes that she receives \$30, \$40 or \$50, or some such sum, on an insincere trade-in offer for an article which has little if any, salvage or commercial value, is deceived as to the retail price of the article purchased.

"2. To the extent that they mislead the public, fake trade-ins usually divert trade away from advertisers who do not use false and misleading practices, and they therefore constitute unfair competition.

"3. Any practice which is designed to fool the public is bad business. Public confidence in business and in our free enterprise system cannot be earned by a practice which exploits human credulity and gullibility."

The National Better Business Bureau, which mailed copies of this statement to all major appliance manufacturers, concluded:

"We do not advocate the abandonment of all trade-in offers, of course. If a customer's article has value and

there is a market for it, there is no reason why the dealer, if he so desires, should not buy the old article. In a bonafide deal the retailer will offer a fair market price for the article."

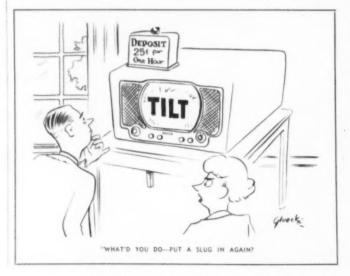
"Get It Wholesale"

No small part of the Better Business Bureaus' activities has been in policing the "wholesale" and "discount" houses, and in this activity they are protecting both the public and the legitimate appliance dealer. In those states where laws control the use of the word wholesale" the postwar operators have learned many tricks to keep them technically within the law. But the BBB men keep a close watch on all advertising and keep a regular patrol of shoppers to check on the discount operations. Whether or not the outlet is quoting the present list price of the appliance, whether a discontinued model is so marked, whether the "wholesale price" quoted is actually the local wholesale price or just a shaved retail price, all are watched by the BBB men.

One bureau followed up the claim of a woman who had been promised a well-known refrigerator at "wholesale plus 10 percent". She had paid the agent \$110, supposedly one half the "wholesale plus 10 percent" price. While waiting for delivery the firm tried unsuccessfully to get her to accept another, less well accepted brand, at the same price. Finally, when she demanded her money back, the firm said it was entitled to its 10 percent commission. In a short time, the BBB succeeded in getting the full amount back to the bargain-seeking buyer.

Another concern which circulated handbills offering nationally-known brands at "wholesale plus 10 percent" with factory guarantees met up with a determined BBB which enlisted one of the named manufacturers who didn't like to have his product and guarantee policy thrown around in such fashion. An informal session with the city prosecutor brought the concern's ad-

(Continued on page 100)

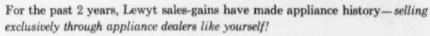


Whoever said:

"DEALERS CAN'T SELL VACUUM CLEANERS."...

didn't know

about LEWYT!



Lewyt is proof that dealers CAN sell cleaners—and sell them in volume! Here's why!

For the first time, you get:



• PLUS a sensational plan for moving Lewyts INSIDE your store through increased floor traffic and 10-second demos!

• PLUS a simple, practical OUTSIDE SELLING PLAN for cashing in on LEADS!

• PLUS the most productive floor display ever developed—the famous Lewyt Market Place!

PLUS the industry's most aggressive national advertising drive!

PLUS prospect-pulling promotions — Scatter Pins, Cedarized Chests, Homemaker's News!

PLUS a second-to-none co-operative ad plan-newspaper mats, television and radio spots, movie films, outdoor posters!

 PLUS a truly revolutionary product that gets your salesmen as excited as your customers

That's why dealers are doing a BIG CLEANER BUSINESS with Lewyt, where there was No Cleaner Business before!

DO IT LEWYT

EASY-TO-SELL LEWYT FEATURES!

No dust bag to empty . . . It's quiet—no roar . . . 4-way filtered air . . . No. 80 Carpet Nozzle . . . New magic "Energizer" . . . No television interference.. ONE MODEL! ONE PRICE! ONE POLICY!

LEWYT CORPORATION • Vacuum Cleaner Division • Dept. 2, 76 Broadway, Brooklyn 11, New York

ELECTRICAL MERCHANDISING-FEBRUARY, 1950

PAGE 97



in performance

in features

36X36-(16' Tube). Custom-quality 18th Century TV console combination. Superpowered chassis. Dynamagic FM/AM Radio. "Triple Play" Phonograph. Handrubbed walnut, mahogany or blonde cabinet. In Walnut,



12X12-(121/2" Tube). New low price mahogany color cabinet, \$179.95



32X15-(121/2" Tube). Thrilling new television combination. Walnut or mahogany. In walnut only \$299.95



32X27-(121/2" Tube). New television combination sensation in mahogany or blonde cabinet. Mahogany, \$399.95



32X36-(121/2" Tube). Admiral 3-way TV combination in traditional walnut or mahogany. Walnut,

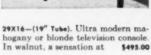
st in television

- Sensational superpowered chassis . . . brings in pictures as clear as the movies even in outlying "fringe" areas.
- 12½", 16" and 19" full-vision tubes ... new rectangular 4 x 3 "aspect ratio" tubes. Wide choice of cabinet styles.
- Built-in directional Roto-Scope antenna
 ... one-knob automatic tuning . . . automatic gain control . . . balanced contrast circuit . . . improved sharp focus.
- Exclusive "Triple Play" Automatic Phonograph...one spindle...one tone arm...one needle for all RPM speeds, all record sizes.
- Dynamagic FM/AM Radio...most compact...powerful.

22X12—(12½" Tube). TV Console at a sensational price. Pictures clear as the movies. Built-in Directional Roto-Scope antenna. Sturdy modern cabinet. Mahogany color,



26X46—(16" Tube). Admiral TV combination. Rectangular tube. Walnut or mahogany. In walnut, \$299.95





Admiral

39X17—(19" Tube). Superb new TV combination in modern mahogany or blonde. Mahogany, \$495.00

Admiral

Presents Two Great Sho Every Wesk on Televisi

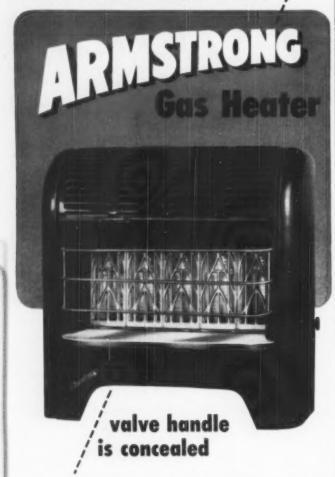
"Stop the Music," ABC-TV NETWORK, THURSDAYS, 8 PM, EST

"Lights Out," NBC-TV STATIONS, MONDAYS, 9 PM, 85T

Prices elightly higher in south and west . . . subject to change without notice. Tax extra

Admiral Corporation, Chicago 47

Here's a brand new /



This is one of the safety features of this new Radiant Circulator. To turn on the gas, it is necessary to first open a little side door to get at the handle. Made for any gas—25,000 B.T.U.—A.G.A. approved. The air shutter is especially designed to resist dust closure tendencies. Finished in brown vitreous enamel with maple trim. Dress guard and reflector are chrome. Built in the traditional Armstrong manner, the Model 925-R is good to look at, will produce healthy heat and last for many years. 19" high, 19" wide, 11" deep.



Motor is entirely enclosed in 21" roll. Thermostatic heat control. Weighs only 30 pounds, easy to carry anywhere in the house. Finished in gleaming white baked enamel and chrome. Priced for volume selling at

\$49.95 retail. Slightly higher west of Rockies and Canada.

Order from your Jobber or write for details and discounts.

ARMSTRONG PRODUCTS, INC.

Dept. EM, Huntington 12, W. Va.



The BBB Will Get You . . .

- CONTINUED FROM PAGE % -

mission that the claims were false; in municipal court the firm was fined for doing business without a license, and in the BBB office another victory for the public and for legitimate dealers was recorded.

The published statement of one Better Business Bureau to its members concerning discount houses reveals sound business thinking: "Through the years, numerous firms have attempted to work these wholesale, or wholesale-plus schemes. Most of them haven't lasted long. History shows that their ability to deliver is extremely limited. They can't supply the usual factory guarantees; there are no exchanges or refunds in connection with unsatisfactory merchandise, and they can't escape the cost of retailing if they sincerely attempt to deliver as promised."

Close watch of the "wholesale" outlets is but one way in which the activities of the Better Business Bureaus help the legitimate appliance retailer. Their normal operations protect the average retailer against unfair competition and build his reputation generally as the reputation of all legitimate business is built when public confidence is created. In other cases, the BBB men serve to protect the retailer from his own "credulity and gullibility" as an individual.

A boon to appliance retailers in many large cities will be the end to "fake flat operators". An apartment or house full of furniture and appliances is advertised in the classified columns of the newspapers, presumably by private individuals. Actually, the seller is an unlicensed retailer who will sell the goods several times and deliver later from stock maintained elsewhere. Most metropolitan newspapers are anxious to end this practice-the San Francisco Examiner offers a cash reward for the arrest and conviction of anyone using such practice in that newspaper. Laws in many states exist to prosecute operators for such practices. Better Business Bureaus have received complaints and followed up on cases in which the slightly-used bargain was priced above the current market price, and where the goods delivered to the purchaser were not identical in type or quality with those displayed in the fake flat. The BBB says that "legitimate retailers annually lose thousands of dollars to 'fake flat' operators". Once located, however, most of them can be turned over to city retail licensing boards for prosecution and to state tax authorities for investigation.

Tripping the Gyp Artists

With the same fervor with which it strives to protect the legitimate dealer and the public from the activities of the unethical businessman, the Better Business Bureaus work to protect the individual appliance dealer and other retailers from the gyp artists who make retailers their prey.

Every dealer knows the extent to which he is expected to contribute to fund raising campaigns, charity benefits, etc., etc., all year long. The BBB

men advise "Give-but Give Wisely" and a year's file of BBB reports for one year in one city show the extent to which fund raising campaigns of every nature get their attention and very frequently their action. Thirty-four fund raising campaigns were investigated by the BBB in San Francisco in just one month—344 in 1948. A business man's phone call to the BBB will give him in a moment the background on any organization asking funds and may save him much money during the year. Save him from the "Bob Coe's," for instance. A telephone call to businessmen came supposedly from a city employee asking them to buy a couple of tickets for a benefit dance in honor of Bob Coe. Soon a crippled man appeared to collect for the tickets. Finally some San Francisco business man thought to check with the BBB. The bureau found that Bob Coe had an unsavory reputation in Des Moines, Omaha, Lincoln and other cities (unethical businessmen sometimes forget that the BBB is a continental operation, that the reputations left behind are easily obtainable and usually embarassing). When Bob Coe was found, he was operating out of a phone booth. The benefit dance was definitely for him but it ended with his dancing out of town.

A "union newspaper" to which many businessmen felt they must contribute through advertising, was disclosed as publication, but an honest-enough privately owned with no union connection. The "checkwriter repairman" who worked the west coast was stopped recently. He took checkwriters out to be repaired, wouldn't return them except for an exorbitant service fee which the dealer had to pay to keep his checkwriter from getting into forger's hands. The man who took deposits for business letterheads from dealers and others and failed to deliver, was called to the attention of the BBB men. He ended in police hands. The man who collected for adding machine repairs that were never made received a 90-day sentence. The man who would dash into the office with a C.O.D. package, collect \$27.50, and dash out, got a jail sentence because victims complained to the BBB that they hadn't ordered the

(Continued on page 104)



NOW THEN LET US SUPPOSE YOU ARE THE TYPE THAT LOVES GOOD FOOD . . . "

How to give a woman "ideas"



WITH GENERAL ELECTRIC TEXTOLITE' PLASTICS TOPS (To help sell more kitchen sinks and cabinets)

> When you see a customer casting admiring glances at the G-E Textolite tops in your store, you know your selling job is already half done! For housewives respond enthusiastically to this lustrous, colorful, surfacing material. It starts them thinking how they can use G-E Textolite tops to make their own kitchen a room of distinction and charm.

This is your chance to point out how the wide variety of exclusive G-E Textolite patterns makes it easy for the housewife to match her present kitchen color scheme or to create one having just the atmosphere she desires.

G-E Textolite Plastics Tops are not only easy to sell on their beauty . . . they have convincing sales points to help you assure housewives that they're getting a top buy in utility as well. For G-E Textolite tops are tough and long lasting. They resist heat, stains, and scratches . . wear like iron-clean like glass. And while you are selling G-E Textolite-topped tables, sinks, and cabinets, you have an excellent opportunity to sell other kitchen items as well.

Write for full details on how G-E Textolite tops can help you sell more kitchen equipment. Address Section 48-12, Chemical Department, General Electric Company, Pittsfield, Mass. Or send for the free illustrated booklet showing G-E Textolite top designs in full color.

You can put your confidence in GENERAL & ELECTRIC



General Electric Company, Section 48-12 Plastics Division, Chemical Department Pittsfield, Massachusetts

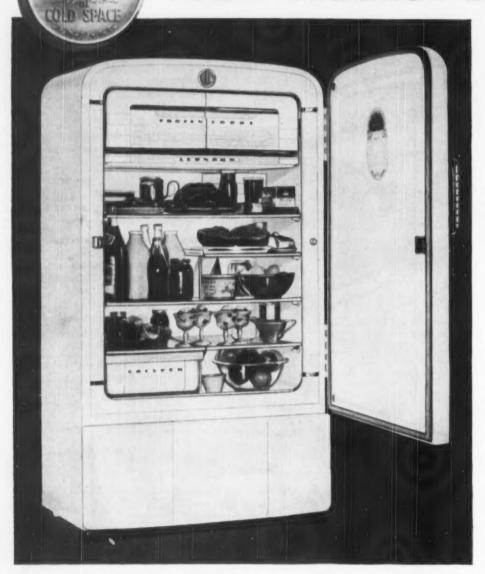
Please send me free booklet with pattern sheet of G-E Textolite Top designs

Address

ELECTRICAL MERCHANDISING-FEBRUARY, 1950

PAGE 101

NEW 1950 LEONARD YOUR BIGGEST DOLLAR'S



IT'S HERE! A TOP-QUALITY "8" WITH AN ACROSS-THE-TOP FROZEN FOOD CHEST...FOR ONLY \$249°5"

Perfectly timed to catch the tremendous wave of consumer interest in a quality "eight" with an across-the-top Frozen Food Chest at an "under two-fifty" price! It's Leonard's new 1950 model LRK—a peak-volume beauty that's already getting the lion's share of compliments by dealers and salesmen from one end of the country to the other.

Another great fulfillment of Leonard's pledge of product and franchise superiority!

Here is the visible proof that Leonard has translated into positive results the deep personal responsibility Leonard feels toward its retailers.

Here, in Leonard's 1950 refrigerators, is quality merchandise at a price, yes.

Here are brilliant new features, yes. Here is beauty, yes.

Here is the industry's greatest step-up story, yes.

Here is merchandise mindful of your market and your way of doing business,

But here is more:

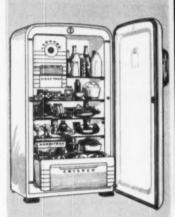
Here, in 1950 Leonard refrigerators, is the clear reflection of all the many extra values of the Leonard franchise.

For just as this historic line of products gives the Leonard retailer a distinct competitive advantage, so also does he benefit greatly from Leonard's strict limiting of the number of its dealerships... from Leonard's concentrated advertising cooperation...from Leonard's vigorously competitive prices...from Leonard's liberal profit margins...from Leonard's priceless reputation for value among four generations of users.

Yes, here . . . again . . . Leonard has been "faithfully yours" . . . has fulfilled its solemn pledge of product and franchise leadership.

> Suggested prices, including delivery and five-year protection plan. State and local taxes extra.

REFRIGERATORS bring you WORTH OF COLD SPACE!



LOOK! A BIG "12"

In the floor space of a pre-war "6"!

only \$29995*

Imagine the effect of this sales story on your customers: Twelve cubic feet of cold space in the same floor area her pre-war "6" takes . . . in a full-featured Leonard Super Deluxe that's cold from top-to-base . . . for \$299.95*!

There's refrigerator usefulness

There's refrigerator usefulness that means something to a customer! Not just the usefulness of "twice the amount of cold space," but the usefulness also of such wanted features as a 40 quart Super Crisper, a 42½-pound Frozen Food Chest with "ice popper" quick-release trays, large sliding meat tray, 18.1 square feet of beautiful, convenient, room-making shelving.

Put this down as a certainty for 1950: This new "12," Leonard's model LVM Super Deluxe, is going to be much, much easier to sell than to sell against. It's a cinch to lead Leonard retailers to new highs in upper-bracket volume in 1950.



Model LTM Super Deluxe (Combination). Refrigerator craftsmanship at its very best! Combines Hi-Humid food keeping in a cold-from-top-tobase cabinet with an 80-pound separately insulated freezer. Net capacity 11.9 cu. ft. (NEMA) \$449.95.*



Model LMM Super Deluxe (Hi-Humid). Not just extra space for your customers in the top-flight bracket, but the added appeal of Hi-Humid refrigeration... in a brilliant "11" in the floor space of a pre-war "6." Net capacity 10.9 cu. ft. (NEMA) \$389.95.*



Model LFM Super Deluxe with a big 50-pound across-the-top Frozen Food Chest and the new 40-quart Super Crisper, plus dozens of other improvements. It's an "11," it's cold from top to base. Net capacity 10.9 cu. ft. (NEMA) \$339.95.*

S POWER IN EVERY MODEL ... STEP-UP POWER ALL THE M



Model LRL. A 50-pound, across-the-top Frozen Food Chest, just as you have in Leonard's Super Deluxe models! Here's another big "8" that adds selling strength at the nost strategic spot in your line! Net capacity 7.9 cu. ft. (NEMA) \$279.95.*



Model LRE. Extra space, extra features, extra values? Spectacular price appeal for those of your customers looking for a big, quality, complete family-size refrigerator. Net capacity 8.6 cu. ft. (NEMA) dominating its price class at \$22.99.5.*



Model LRB. This "7" is a natural for the many people who are extremely budget-conscious—but who also look for ruggedness and bulk, in cabinet and features. 25-pound Freezer, 13-quart Crisper. Net capacity 7 cu. ft. (NEMA) \$214.95.*



Model LRC. Your entree into the vast market where kitchen space is at a real premium. It's a real "6," has a 17-pound Freezer, 20-quart cabinet-wide Crisper, Leonard's famous Glacier Sealed Unit. Net capacity 6.1 cu. ft. (NEMA) \$199.95.*

LEONARD



A REPUTATION FOR VALUE FOR 69 YEARS!

BBB Will Get You . . .

CONTINUED FROM PAGE 100-

package and they didn't like the few old potatoes which were its only contents. It would take pages to list the other cases in which dealers and other businessmen have been protected from further swindle or misrepresentation.

And, appliance dealers will be glad to hear, the BBB functions as a protection of the dealer from his customers. Most important, in its contact with the public in this concern, is the attitude toward the customer who says "I want my money back" or "I want a credit". The BBB man asks for data on the misrepresentation involved. If there is no complaint of that nature, just that the customer has decided that she doesn't want the product, that she doesn't like it, that she's changed her mind-or any of the common reasons other than fraud or misrepresentation, the BBB will say that it is strictly up to the dealer. In a printed form to the customers, the BBB says:

"Everytime you buy or agree to buy something, you make a contract. This is true whether you pay cash, make a deposit, pay by installments, or 'charge it'... There are two parties to the contract—the seller and you, the buyer. Each has the same right to expect the other to live up to its terms... in the absence of fraud or misrepresentation, neither can properly break, or cancel, or revoke the contract without the permission of the other party..."

The Better Business Bureaus tell customers that this contract between them and the seller holds equally well regarding deposits. The seller is not required to return a deposit, and the depositor has no leg to stand on unless there is fraud or misrepresentation. The BBB states that most retailers make it a policy to accept returned merchandise under conditions, or to exchange it, or to return deposits, but emphasizes that it is the store's privilege, not the customer's right.

That the above summary is but a minute part of an average BBB activity is evidenced by these figures: in 1948, the Better Business Bureau of San Francisco, Ltd., handled 19,624 inquiries, 12,395 complaints, wrote 18,428 letters. Because 1,300 complaints were regarding household equipment including electrical appliances, it is appropriate to say, Mr. Appliance Retailer, when business conditions tempt you close to the borderline of business ethics, watch out. The BBB man is looking, and he wears a mailed fist in a gloved hand.

End



"NOW, THIS BEAUTIFUL SET'S BEEN REDUCED FROM \$999 TO \$666"



MEET A BEAUTIFUL NEW MODEL! Not only beautiful, but also sensationally quiet, efficient and economical! An all-year-round asset for anybody's home or office, it's one of six new Carrier Room Air Conditioners that may be finished in any color, custom-matched to sample. Designed and built by men who know air con-

ditioning best, it leads the line to make 1950 a whale of a profitable year for Carrier dealers. Liberal mark-ups and powerful advertising and promotion complete the picture. Interested in details? Write Carrier Corporation, Syracuse, N. Y., the pioneers with world-wide experience in Air Conditioning, Refrigeration and Industrial Heating.



FOR FULL INFORMATION MAIL COUPON TODAY

THE COMPLETE HOME LAUNDRY LINE



WASHERS





WASHERS



WASHERS



WHIRLPOOL DIVISION

NINETEEN HUNDRED CORPORATION, St. Joseph, Michigan

I'm interested . . . send me complete information on the WHIRLPOOL Automatic Washer and the complete line of home laundry equipment.

ADDRESS.

ZONE STATE

INDIVIDUAL'S NAME.

For the 4th year – WORLD in Advertising

BY USING 41,573,095 LINES OF ADVERTISING IN THE DEMONSTRATE THAT YOU WILL SELL MORE IN 1950 WHEN YOU

AGAIN IN 1949, for the fourth consecutive year, the sales opportunities in the Chicago market attracted to the Chicago Tribune the largest volume of advertising linage placed in any publication in the world.

To cash in on the sales opportunities here, merchants, manufacturers, the general public and other advertisers in 1949 used 41,573,095 lines of advertising in the Tribune.

On three different occasions in 1949 the use of the Tribune by advertisers resulted in new all time highs for the size of the newspaper delivered to readers on a regular weekday.

To print the issue of April 7 with more than 184,000 lines of advertising required the largest single press run in the newspaper's 102-year history.

Less than a month later, on May 5, the April 7 record was topped by a newspaper containing more than 196,000 lines of advertising, setting another new high in press runs.

Again on December 15 another record issue with more than 207,000 lines of advertising pushed to still another high mark the number of presses required to maintain service to readers and advertisers.



View from the northeast of the new addition to Tribune Tower now under construction to take care of increased production.

Continuous Expansion to Serve Readers and Advertisers

Facilities adequate to produce these record-breaking issues were available as a result of the Chicago Tribune's expansion program—a program which for the past 35 years has been virtually continuous.



Installing one of the printing units of the new battery of Tribune news presses which now total 126.

Under this program press capacity in 1949 was increased some 20% over 1948. Composing room capacity in 1949 was stepped up some 45%. Other departments have kept pace, sharing in an expansion which as of December 1 added a total of 61,318 square feet of productive space, with another 38,040 square feet to be occupied and equipped as fast as construction goes forward on the addition to Tribune Tower.

With these increases in equipment and space came increases in personnel, raising the staff of the Tribune in Chicago to its present total of more than 3,500 men and women—the best newspaper organization in the world.

During the Chicago Tribune's 102 years, 52 other Chicago newspapers have come and gone. The Tribune continues to go forward as Chicago's most widely read newspaper and most productive advertising medium because it lets nothing interfere with its determination to improve its service to readers and advertisers.

LEADERSHIP Linage

CHICAGO TRIBUNE IN 1949, ADVERTISERS AGAIN BUILD YOUR PROMOTION AROUND THE CHICAGO TRIBUNE

As fast as science and its own staff have been able to devise them, the Tribune adopts all practical developments in its determination to deliver each day a better product than delivered the day before.

The improvements thus achieved enable the Tribune to deliver a product, printed in black and white and in full color, offering the editorial attractions which make this newspaper indispensable to Chicago's largest audience of newspaper readers.

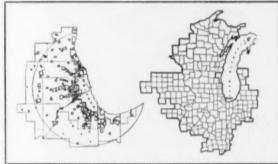
Hundreds of Thousands More Circulation

Because it prints the news, features and advertising that readers want, the Tribune delivers hundreds of thousands more total circulation than other Chicago newspapers, every day of the week.

In Chicago and suburbs, the Tribune supplies greater service to readers and advertisers than any other publication. It is the only Chicago newspaper which delivers the equivalent of majority coverage of all the families. Thruout the neighborhoods and suburbs of Chicago, the Tribune is bought, read and bought from as is no other newspaper.

In addition, the Tribune's circulation in the territory adjacent to Chicago and suburbs gives this newspaper a powerful regional influence which builds consumer favor and dealer support thruout the 242-county greater Chicago market.

What the advertiser gets out of a newspaper depends on what the editor puts into it. What the editor puts into the Chicago Tribune makes this newspaper the No. 1 advertising medium in the multi-billion dollar Chicago market, with world leadership in advertising linage for four consecutive years.



Thruout Chicago and suburbs and the nearby 242 county market the Tribune is a powerful influence in building sales.

Today the Tribune can give advertisers the advertising and merchandising influence they need to capitalize fully their opportunities to sell their products and services in the great Chicago market. It can give this help because it has been successful in widening the market for its own product and service.

No matter what you sell or to whom you sell, you can sell more in 1950 by seeing to it that your schedule in the Chicago Tribune is adequate to your opportunities in the richly rewarding Chicago market.

Chicago Tribune

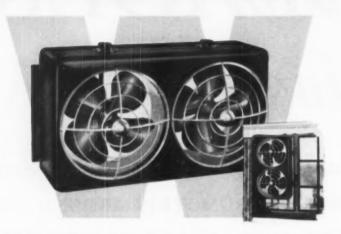
THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune representatives A. W. Dreier, 810 Tribune Tower, Chicago 11; E. P. Strubsacker, 220 E. 42nd St., New York City 17; W. E. Bates, Penaloscal Bidg., Detroit 26, Pitspetrick & Chamberlin, 155 Montgomery St., San Francisco 4; also, 448 S. Hill St., Los Angeles 13. MEMBER: FIRST 3 MARKETS GROUP AND METROPOUTAN SUNDAY NEWSPAPERS, INC.

AGAIN TIR LIGHT SETS THE PACE

WITH THE FIRST AND ONLY REVERSIBLE WINDOW FAN FOR SASH AND STEEL CASEMENT WINDOWS

At last an entirely new window fan that is really twin fans with 24" of fan blade area — both motors individually controlled. — readily reversible to draw in cooler outside night air, or to exhaust hot stuffy inside air. So light in weight it is readily portable — can be easily installed without tools. Best of all, the Welch Window Fan is priced to make it a really terrific value. GUARANTEED FOR FIVE YEARS.



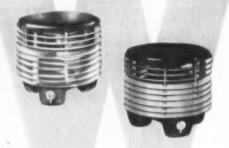
WITH A NEW AIR CIRCULATOR PRICED FOR MASS SELLING



Welch unveiled for the first time at the January markets, a new air circulator, the AIR FLIGHT SPECIAL packed full of features seldom found in far more expensive fans—and at a price that will amaze you! Moulded of plastic—with the patented Air-Flight louver design. 3 speeds with switch conveniently located in top of unit. Motor has sealed bearings requiring no oiling and is GUARANTEED FOR A FULL 5 YEARS.

WITH 2 PROVEN CIRCULATORS THAT OUTSELL ALL OTHERS

BEFORE YOU SIGN ANY FAN CONTRACT THIS YEAR BE SURE TO SEE WHAT WELCH OFFERS YOU



The deluxe Air-Flight Circulators Models 11 and 12, of course need no introduction—their outstanding sales performance PLUS 5-YEAR GUARANTEE is positive proof of their superiority. Imagine the power that this line can generate for you! Even greater advertising and promotion is certain to make the Air Flight the standout line for 1950.

WELCH CO.

CINCINNATI 2, OHIO

FEBRUARY, 1950-ELECTRICAL MERCHANDISING

FLECTRICAL CARCHANDISING

The traditional January introduction of new appliance lines was enlivened last month with the appearance of several names new to the industry, the expansion of other lines and the announcement of distinctive new models in established lines.

New names in the field included Murray Corp. of America and Rainier Co. Deepfreeze, Westinghouse, Lindemann & Hoverson Co., Starrett Television Corp., and Cory Corp. expanded their lines with new appliances. Deepfreeze has added water heaters and ranges, L&H refrigerators and home freezers and Cory Corp. a dishwasher. (Electrical Merchandising, Jan. 1950). Westinghouse returned to the dishwasher field while Starrett announced its entry into the air conditioning industry. Competing for top attention at the Chicago markets were two new ranges, Universal's modular unit and Westinghouse's kneehole desk-type range.

desk-type range.

Basic Units. The three basic modular units in the new Universal range (an oven, platform surface unit and storage drawers) can be used in creating 25 different arrangements. The oven can be used at any height the housewife desires; or two oven units can be used to provide a double oven range; or a number of storage units can be added to fill varying needs.

The Westinghouse knee-hole range is the lowest-price, full-sized range produced by that company since the war. Designed for small kitchens where storage space is at a premium or where its unique styling matches modern interiors, the range achieves the knee-hole effect by use of a U-shaped chrome tubing leg on the right hand side and by placement of oven and storage drawer on the left-hand side. Two other models complete the line.

Murray Line. There are five electric ranges in the Murray line, including one each in the 20 and 36 inch sizes and three models in the 40 inch size. The firm will also market a line of gas ranges, sinks, cabinets, and bathroom fixtures. The Murray appliances will be produced in a modern plant in Scranton, Pa.

Perfection Stove Co has introduced the first electric range in the firm's 61-year history.

firm's 61-year history.

Refrigerators. Westinghouse also created interest with the introduction of a new refrigerator with a fully automatic rapid defrost system.

The process is accomplished by warming the Freon refrigerant with an electric heating element and circulating it through the system to

New Designs, Manufacturers, Lines Make Bows as '50 Markets Open

Westinghouse shows a knee-hole range as Universal announces modular model; Starrett will produce air-conditioners

melt the veneer of frost on the freezer wall.

Ten refrigerators comprise the 1950 Kelvinator line with four "masterpiece" models providing up to 12 cubic feet of refrigerated storage space in the floor space of prewar "sixes". A series of design changes begun in 1948 models has opened up enough space to allow inclusion of a full-width drawer-type sliding crisper in the bottom of the cabinet liner.

Dishwashers and Washers. After an absence of some years Westinghouse has returned to the dishwasher field with three front-opening, top-leading automatic models. According to Westinghouse engineers, installation is simple and inexpensive since existing drain plumbing can be used in almost

After a period of concentration on automatic washers, many manufacturers have introduced new conventional models. Improved wringers, better design and timers on top models characterize these new lines.

General Electric announced a new line of home laundry equipment which included 1) five wringer washers priced from \$10 to \$20 below comparable models in the 1949 line, 2) an automatic washer which permits reduced water consumption when washing small loads, and 3) three rotary ironers bringing the total models in the line to seven.

Altorier Bros. Co. introduced a new wringer type washer with square tub and full apron. According to H. W. Altorier, vice-president and general manager of the firm, the the new washer has no counterpart in any competitive make.

Blackstone Corp. announced two new washers, a portable ironer and an automatic gas dryer. One of the washers will retail at \$89.95 (Zone 1); it is the first time since the war that Blackstone has marketed a washer under \$100. A second new washer embodies a new wringer developed and produced exclusively by Blackstone. A third washer has been reduced \$10 in price.

New Cabinets. Four new cabinets

New Cabinets. Four new cabinets were announced during the Chicago Markets by Youngstown. Two are open shelf base units, one with quarter round shelves, the second with half-round shelves. A rotary base corner cabinet with three revolving shelves and an 18 inch base cabinet with a flour bin built into the storage compartment were also

shown. Youngstown also showed counter work surfaces in ten new colors and color patterns in a new material called "cusheen". It is a vinyl plastic material and will replace linoleum as cabinet top covering in the Youngstown line.

Lyon Metal Products, Inc., announced a corner wall cabinet designed to utilize space normally wasted in corners and a "twirl-o-matic" corner base unit which provides practical storage where a right angle turn is required.

TV to Air Conditioning. Starrett Television Corp last month began introducing a line of room and office air conditioners. The production of these units will allow Starrett salesmen to have a year-round line even after seasonal trends beset the television industry. Starrett, which has emphasized fine cabinet work in its television models, will put much the same emphasis on the air conditioner line.



EXECUTIVES OF the Murray Corp. of America gather around one of the firm's new electric ranges. President 8. C. Gould demonstrates removal of a unit to H. C. Beresford, home appliance division sales manager, C. H. Menge, vice-president in charge of sales, and T. W. Hardy, vice-president in charge of the home appliance

Sales Dynamite! (96) BIAITS

It'S NEW! It'S TERRIFIC!



ORDINARY TELEVISION

Blacker Blacks! Richer Greys Whiter Whites!

For a sales-clincher, just show G-E Bleets-Daylight TV next to credinary TV. Your outleners can difurther away from G-E Bleets-Daylight TV, yet they'll see it even better! At the same distance it appears closer, more alive! They'll see TV as the camers sees it. There's no amonying glare or reflection.



G-E BLACK-DAYLIGHT TELEVISION

A SIMPLE DEMONSTRATION SHOWS THE ASTONISHING DIFFERENCE -

Now—you can sell TV which offers your customers the full black-to-white range of picture tones... TV which is not only finer by actual test but so much finer that a dramatic yet simple side-by-side comparison proves it beyond all doubt. Here is a TV picture so incredibly advanced that it puts new wallop in the old phrase; sells on sight! Your G-E distributor will gladly prove that THE

AMAZING, ENTIRELY NEW G-E BLACK-DAYLIGHT TELEVISION OFFERS YOU ALL THIS SALES DYNAMITE:

- 1. Amazing black-daylight picture, tests show 140% greater range of picture tones than ordinary television
- 2. Hand-rubbed, polished cabinets veneered in matched, genuine mahogany
- 3. Deepest blacks for finest contrast—greater picture detail
- Daylight brightness for greater eye comfort of lighted room viewing
- 5. No annoying glare or reflection
- Automatic Sound . . . just tune picture . . . sound is right every time
- 7. Built-in antenna, wide-angle screen, simplified controls
- 8. G-E developed Alnico 5 speakers, acclaimed for superb tone

*Plus tax, installation. Prices slightly higher West and South
-subject to change without notice.



MODEL 1273 - Big 12½° picture tube table model. Beautiful cabinat veneered in genuine mahagany with inlaid trim. \$229.95°



MODEL 12C107—12½[®] tube console. Genuine mahagany veneered cabinet on swivel casters, adjusts to any viewing angle.

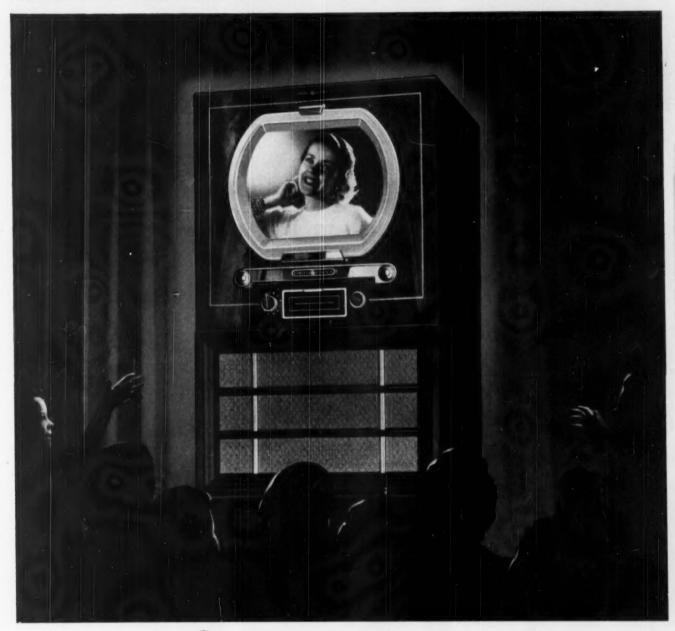


MODEL 1076 — G-E price leader! Campact rasewood plastic cabinet — fits any table. 10 inch picture tube. \$179.95°



MODEL 12C109 — 12½1 picture tube. Genuine hand-rubbed mahagany veneered cabinet on swivel casters. Smartly styled doors. \$299.95*

WINTELSON



You can put your confidence in_

GENERAL



ELECTRIC

ELECTRICAL MERCHANDISING-FEBRUARY, 1950

PAGE 111



MRS. AMERICA shares the stage with Clark Chamberlain, secretary-manager of the Bureau of Radio & Electrical Appliances, as prize winners are selected.



VACUUM CLEANER pitch is furnished by Earl Jocobs, salesman for Lewyt distributor Sues, Young & Brown, Almost 175,000 attended the show this year.



TRICK SPOUT over Speed Queen washer drew prospects to booth of Gough Industries. By show's final day one of every three persons in county had attended.

San Diego Dealers Stage 12th Annual Home Show



LETTING PROSPECTS try to wring water from damp dry clothes was the attention-getter at this Bendix booth. Show drew observers from other Western cities.



SKILL ON THE sewing machine holds interest at Domestic booth manned by Mrs. E. S. Cole. Displays filled three rooms of Electrical Bldg. in Balboa Park.



DIVIDING ATTENTION between Proctor ironing board and iron, crowd watches Jack Booth demonstrate strength of board and Dorothy Huse the iron.



SPACE-MINDED WESTERNERS take a second feel of warmth from a new glass panel infra-red wall heater. Over 225 brand names were represented at the show.



CROSLEY'S "beauty with brain" range goes through its automatic demonstration and attracts crowd fascinated by absence of human control during stunt.



SHOW PLANNERS Clark Chamberlain, Ed Reed and Bob Redfield (in group at right) watch as John Bainbridge interviews Mrs. America on telecast program.



SWINGS A BIG DEAL YOUR WAY!

it's new...sensational...unique! You can't miss!

- Guaranteed Sales—We make this unheard-of offer because we know it will work. You simply cannot lose money on it! Just follow the selling principles Silex has tested and proved successful.
- Balanced Assortment meets every customer need—Specially selected best-selling, fair-traded items in this Silex Deal give you a complete Coffee Maker Department. No chance to lose sales because you're "out of stock."
- 3. Full Case Discount—40%—Even though you are buying only one, two or three of an item, you get them in the Special Deal at the full case discount—40%—the maximum retailer margin.
- 4. Self-selling Display FREE—It's a Beauty! Smartly designed in maroon and light blue. Sturdy construction. Set up on counter or table it attracts and sells customers.

Many stores do upwards of \$20,000 annually on Silex Coffee-makers. How? By following the simple principles of DISPLAY—DEMONSTRATE—CARRY GOOD ASSORTMENT of MODELS and SIZES. This Guaranteed Sales Deal will help you get your share of Silex business. At no risk and with extra special profit! Order TODAY!

THE SILEX COMPANY . HARTFORD 2, CONN.

100 S what you get!

- 2 Silex Electric Coffeemakers
- 7 Silex Kitchen Range Coffeemakers (giving you complete line representation)
- 2 Silex Coffee Warmers with candle refills
- 3 Silex Electric Stoves

Total list \$6308*

Dealer's cost . . \$3785.

Dealer's profit \$2523

(*Add \$1:62 Federal Excise Tax)

"We tripled our Ironrite

Ray Myers, Retail Manager of Morehouse & Wells, Decatur, Illinois, tells how his firm jumped Ironrite sales from 38 in 1948 to 120 in 1949 with the Ironrite sales plans you, too, can use to make more money!

THAT'S right," says Ray Myers. "We tripled our Ironrite sales in six months.

"The year before we were coasting along at about three a month. Then that slump hit last spring and we said, 'Isn't there anything people buy?' We looked around and chose Ironrite... an industry leader with a low saturation and no trade-ins, price cutting or discounts. It was a potential gold mine!

All out for all the line

"We went all out. We took on a full-time demonstrator and three outside salesmen. We banged the whole line in window and department displays, local ads, promotions and shows.



"We had every salesman qualify for the Ironrite S-X Club by learning to iron a shirt on the Ironrite so any man could demonstrate any model on the floor.

"We built a prospect list . . . made as many as 114 demonstrations in one ten-day period. We didn't miss a single bet in the Ironrite sales plans. Our sales shot up and now we're hitting at the rate of 120 Ironrites a year and still going strong. Best yet, with no trade-ins, what we make is ours . . . and we're making it fast."



How can you get in on this Ironrite picture? Right this way, please, for a few words with Ironrite's General Sales Manager.



sales in six months!"



"Believe me, that Morehouse and Wells experience is straight from the books," says Hal Biddle, Ironrite General Sales Manager. "But this aggressive outfit is only one of hundreds and hundreds of dealers who know that the Ironrite facts add up to some of the sweetest profits in the store. For example . . .



"The saturation of the automatic ironer market to date is about 10%. The big, rich, wide-open 90% is still ahead . . . and the trend to Ironrite has started with a bang. Ironrite had 45% of the industry's total sales in its price class in 1949 alone! What other major appliance can match this record?



"Ironrite's 1950 ad campaign has full pages in McCall's, Better Homes & Gardens, Successful Farming, Household, Sunset magazines. Plus TV playlets featuring Ironrite demonstrations! It's an all-out program to cinch Ironrite lendership (the coupon below helps make you a leader, too)!



"There are factory men, field men, expert home service advisors, too, all ready to lend a helping hand. Ironrite dealers have hard-hitting sales aids, display and merchandising helps, even an Ironrite movie. Best yet, Ironrite has the features—like its two open ends—that spark sales on sight.



"There are no trade-ins or deals to eat up your profits. The more you tie in, the more you make, So why wait? Get outside demonstrators started. Train salesmen to operate the Ironrite. Build displays that feature the line, including chairs and lamps. Run ads. Get in shows. Ironrite really pays!



"Get your free copy of the all-new dealer book,
'Plans That Sell Ironrites at a Profit.' It's crammed
with the best sales plans of our twenty-eight years'
experience in selling Ironrites. It works for big
stores and small, Ask your distributor. Or send me
the coupon below. Do it today."

ronrile



IRONRITE INC.

Exclusive manufacturers of ironers since 1921

MT. CLEMENS, MICHIGAN



Model 80. Open-model Ironrite. All the famous Ironrite selling features.



Model 85. Fast-selling, closed-top Ironrite. White enamel finish.



Model 88. Smart Ironrite Cabinette that sells as fine furniture.

Hal Biddle,	Gener	al S	ales	Mana	ger
IRONRITE	INC.,	Mt.	Cle	mens,	Michi

I	want	"in"	08	those	Ironrite	sales!	Rush	me	free	copies	of	"Plans	That
Se	ell Ir	onrite	51 B	t a Pr	ofit."								

NAME
FIRM NAME

STREET & NUMBER

STATE

NICHROME ARVIN Franker of Nather Agrar's Inc.

Here's a signal for sales! Inside a handsome, colorful display cartan you find the new Arvin toaster—a chrome-finished beauty, ready to brighten any breakfast table. And Inside the toaster, long-life Nichrome heating elements—scientifically designed for even toasting. It's a combination that builds business.

Tell about the silent, automatic toasting—which permits you simply to "set and forget"; the full range control for brownness; the cool, plastic handles; the exclusive Arvin Sta-Warm Shelf (included at no extra cost); and the dependable Nichrome heating elements—which spell trouble-free service year in and year out.

Yes, above all, tell Mrs. Homemaker that the Arvin toaster is "heat-powered" with Nichrome—the world-famous high heat and corrosion-resistant alloy that is the very hallmark of quality . . . and the choice of Arvin for many years. You'll find that saying "heat-powered with Nichrome" acts like magic to win consumer acceptance.

That's the tip off! So check the appliances you handle, and if their manufacturers are not already using Nichrome, ask them to do so—for Nichrome gives you a plus value that's unexcelled at the point of sale.



Nichrome is manufactured only by

Driver-Harris Company

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco Manufactured and sold in Canada by The B. GREENING WIRE COMPANY, LTD., Hamilton, Ontario, Canada

*T.M. Reg. U. S. Per. Off.



FRANK WATTS

Establish Awards As Salute to Watts

Five cash awards amounting to \$1,000 and five engraved plaques, to be known as the Frank Watts Awards, will be made annually by Farm Journal "to stimulate the promotion and sale of electrically operated farm equipment as a means of improving agricultural productive efficiency."

Cash prizes of \$300, \$250 and three of \$150 each will go to the farm departments of electric operating company organizations, while the plaques will be awarded to the winning companies.

Identification of the awards as the Frank Watts Awards followed a suggestion by a group of electric service men interested in the farm field and is a tribute to the man who is said to have contributed more to the furthering of farm electrification than any individual in the entire electrical industry. Associated with the electrical industry for 43 years, he is widely recognized as the foremost authority in the field of farm electrification. For the last nine years he has been associated with Farm Journal.

The Edison Electric Institute will administer the awards, which will be presented for the first time in April, 1951, for work done in 1950. Entries will close at the offices of the Institute on February 1, 1951.

RCA To Produce Records In All Three Speeds

RCA Victor will begin releasing certain classical selections on long-playing (33½-rpm) records on or about March 1. In a statement of policy released last month Frank M. Folsom, president of Radio Corporation of America, while calling attention to the success of the 45-rpm record system and the plans for it in the future, acknowledged the fact that many persons preferred to play classical selections on long-playing records. Mr. Folsom also promised that as long as there is a demand for conventional 78-rpm records. RCA Victor will supply a complete catalog of recordings at that speed.

Theodore E. Fajen, NESCO, Dies in Milwaukee at 51

Theodore E. Fajen, sales manager for the electrical division of the National Enameling and Stamping Co., died in Milwaukee, Dec. 26.

Smash Hit at the Housewares Show!



in HAMILTON BEACH History!



copies per issu



4,473,000 copies per issue



110,000 copies per issue



3,469,000 copies per issue



555,000 capies per issue



3,281,000 copies per issue



1,244,000 copies per issue



2,251,000 copies per issue



1,046,000



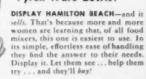
242,000



9,868,000

HAMILTON BEACH . . . Now with

Pyrex Ware bowls!



\$3425 RETAIL and West.) JUICE E Includes two Pyrex bowls and extra single beater.

JUICE EXTRACTOR, \$4.25

Tell the "DEEP-CLEAN" Story!

its price class.

"DEEP-CLEAN" is the clearest, most convincing selling idea to hit the tank-cleaner market in years. It's easy to demonstrate. It makes sense. Use it and you'll sell the Hamilton Beach "Deep-Clean" — the cleaner with more exclusive features than any other in

includes eleven cleaning tools and carrying case.

The New HAMILTON BEACH Quick-Dry ELECTRIC HAIR DRYER

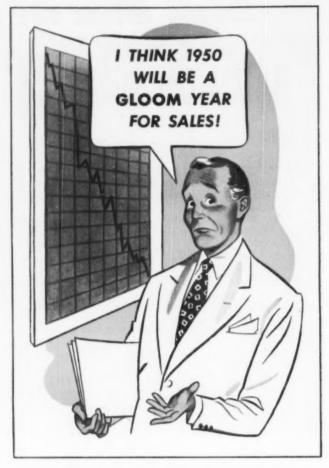


A GREAT NEW ITEM for the huge home-permanent market! On the record, Hamilton Beach is the choice of professionals. All-metal—no plastic. Light, easy to handle, yet durable. Two switches—"On-Off" and "Hot-Cold," AC-DC. Handsome light ivory enamel. Gift package doubles as attractive counter display.

\$1490

RETAIL \$15.45 Denver and West.)





"Boom?"-"Gloom?"

WE DON'T KNOW-

SO WE'RE NOT TAKING ANY CHANCES!

Some economists predict 1950 will be a record year for home appliance sales. Other economists are not so enthusiastic about prospects.

We don't know which ones are right—but we're taking no chances!

And so—for the very first time—we're putting an impressive year-round advertising campaign behind the beautiful new General Electric Combination Sandwich Grill and Waffle Iron. You'll see sales-loaded ads on this new appliance in

Life . . . Better Homes & Gardens . . . Bride's Magazine . . . Modern Bride . . . House and Garden . . . and House Beautiful.

So no matter which way 1950 goes—you can count on a boom year for Combination Sandwich Grill and Waffle Iron sales. What sales-appeal this new beauty has! Appliance & Merchandise Dept., General Electric Co., Bridgeport 2, Conn.



Waffle grids are 60% larger! It toasts delicious sandwiches . . . makes four luscious waffles at one time (when large waffle grids are inserted) ... even fries bacon and eggs-all right at the table. Gives your customers almost a square foot of cooking surface.

Also available in Automatic model at \$19.95. On the Automatic, a turn of the Temperature Selector quickly gives the desired heat. And a "tell-you-when" light signals the instant correct temperature is reached. All at a low, low price.

You can put your confidence in-

GENERAL & ELECTRIC





to do profitable things for you. 12,570,195 copies of America's best selling magazines, a widespread barrage of page-dominating trade ads, and timely newspaper ads by the country's leading stores will do a super-selling job for you throughout the coming season. Take advantage of these multi-million sales messages! Stock, display and promote Berns Air King Fans! Make this the "hottest" summer you've ever known!

NEW! More Attractive Than Ever ORIGINAL REVERSIBLE WINDOW VENTILATOR



The outstanding style leader in fast-selling floor circulators. Completely new in design... typical Air King quality for unequalled efficiency. 12" model in beautiful Sunset Tanfinish. \$39.95 incl. tax. ECONOMY FLOOR CIRCULATOR

DELUXE FLOOR CIRCULATOR

Sella on sight because never before a quality floor circulator at this amazingly low price. Makes the most budget-conscious prospect a profitable customer. A "must" for every dealer! 12" model only. \$24.95 incl. tax.

More New 1950 Air King Models: MORE NOW 1950 AIR KING MODERS:

MORIZONTAL CEILING FAN * BUILT-IN KITCHEN FAN

**ELECTRIC HEATER FAN **BUILT-IN CEILING KITCHEN FAN

The complete Air King line is now your better-than-ever source for practically all your fan needs!

The exclusive Air King Window Ventilator that created a sales sensation is still first! FIRST IN STYLE 1950 model with improved, streamlined design. FIRST IN EFFICIENCY... maximum air delivery in any position. FIRST IN SAFETY... fan blade is always out of reach. It's easier to operate, just the flick of a finger changes it from an exhaust to an intake fan and back again. Way out in front in value at 2 new low prices everyone can afford! In 10", 12", 16", and 20" models.

SOLD ONLY THROUGH LEADING ELECTRICAL WHOLESALERS Ask your wholesaler or write direct.

2278 ELSTON AVENUE . CHICAGO 14, ILLINOIS For Export, write to AUTOMOTIVE DISTRIBUTIVE OF THE AMERICAS, 30 W. Washington St., Shicago 2. HL, U. S. A.





WILLIAM B. PIERCE . . .

50 Years a Salesman-Makes First Retail Sale

Unable to enjoy the inactivity which retirement brought, William B. Pierce, formerly executive sales manager for Hotpoint, Inc., and a 50-year veteran in the electrical field, has gone back to work as an appliance salesman for a Poughkeepsie, N. Y., retailer.

It was January, 1900, when Mr. Pierce went to work for Chicago's Manhattan Electrical Supply Co. There followed fifteen years work with this firm, the Kansas City Elec-tric Supply Co. and the Western Electric Co., Chicago. In the latter job he met George Hughes, developer of the electric range. Mr. Pierce's interest in the range grew until in 1915 he went to Boston as Hughes' first sales representative. When the Hughes firm, Hotpoint and General Electric merged in 1918, Mr. Pierce became eastern district manager for the new company, supervising three groups of salesmen, all of whom had shortly before been his competitors. When the small appliance division moved to General Electric, Bridgeport, in 1932, Mr. Pierce became eastern sales manager for the range and water heater de-partment. During World War II he was made executive sales manager, a position he held until his retirement in June 1947.

Within a few weeks of his retirement he was back at work, first as a salesman for a refrigerated locker firm and shortly thereafter as an appliance salesman for C. B. Strain & Son, Inc., Poughkeepsie. Thus, after half a century of service to the electrical industry, Mr. Pierce finds himself "on the other side of the fence" from the manufacturing field which he knew for so long.

New Trade-in Directory Covers Over 2300 Models

Over 2300 refrigerator models are cataloged in the 1950 edition of the National Refrigerator Market Report which is now available. Trade-in values based upon actual experience were compiled under the direction of Herman Hantober. Copies of the book may be obunder the

tained from various refrigerator manufacturers, their distributors, or ordered direct from National Re-frigerator Market Report, Inc., Dept. EM. PO Box 606, Los Angeles 26, Calif. Copies are \$5 each with quantity discounts allowed recognized manufacturers and distributors for volume distribution to dealers.

"I like what NORGE is doing for me

in 1950"



"The most beautiful refrigerator in the industry ... Norge's exclusive new electric oven lighter on the gas range ... the sensational low-price, fully automatic Norge electric range ... the handsome new easy-to-use home freezer ... and the complete Norge home laundry line are some of the reasons why I say, 'I like what Norge is doing for me.'

"I like Norge's new plan for sending people into my store asking for demonstrations, too. Concentration right at the retail level. That's just what we need—can't miss! It will really ring the bell on my cash register. Believe me, I'm riding with Norge in '50."

NORGE

Merchandised from the Retailers' Point of View

Pleage Civities, Berg-Warrer Corporation, Debreit St., Michigan In Canada: Addison Industries, Ltd., Toronto, Canada



REFRIGERATORS · ELECTRIC RANGES · HOME FREEZERS · STANDARD WASHERS
AUTOMATIC WASHERS · WATER HEATERS · GAS RANGES · HOME HEATERS



INTRODUCING THE NEW-

The Sensational New

omalic MODEL S-250

EVERYTHING YOU GET IN A TANK CLEANER FOR ABOVE-THE-FLOOR CLEANING!

The new Eureka Automatic can do everything the conventional tank cleaner does. New, exclusive metal convertor eliminates need for detaching belt to use cleaning tools (no more broken fingernails).

Tools snap into cleaner in front...the cleaner follows you as you clean drapes, furniture, walls, upholstery, everything above the floor.

THE MOST EFFICIENT CLEANER FOR RUGS AND CARPETS!

Never before have you seen such quick, thorough cleaning of rugs and carpets. Once over and you'll remove more embedded dirt and dust than many times over with the conventional suction type cleaners.



THE THREE GREAT NEW EUREKAS

A Complete Cleaner Department

Throe New Sureka Cleaners, that's all you need and you're in business! Low cost inventory—het morchandiss—quick sales—big profits.

NEW MODEL '600" TANK

powerful, all stee and excellent set of clooning tools



NEW MODEL "700" AIROMATIC TANK



A POWER-DRIVEN FLOOR POLISHER FOR BARE FLOORS!

No need to pay \$50.00 for a separate floor polisher. The new Eureka \$-250 with its power-driven floor polisher brush does a beautiful professional job on bare floors and linoleums. Use a good paste wax-let it dry fast.



2 SPECIALS

Door-openers-sales closers-a salesman's dream! Ask nearest Euroka Branch or Distributor about them!

3 WONDER CLEANER

ACTION

IN ADS!

The story of the amazing new "3 in 1" Wonder Cleaner is plain magic. Featured in big newspaper ads it produces "hot" store and telephone prospects in a hurry. Your sustomers are definitely interested.

IN DEMONSTRATION!

Your store customers will stop, look and listen to your demonstration of this sensational new "3 in 1" Wonder Cleaner. Best of all they like it and buy in a hurry.

IN SALES!

Never have you seen anything like this new Eureka Automatic S-250. Demonstrated as a "Tank" cleaner, demonstrated as a Rug Cleaner, demonstrated as a Power-Driven Floor Polisher excites imagination and gets action-Sales Action.

BIG ADS LIKE THIS PRODUCED PHENOMENAL SALES IN ...

CHICAGO

PHILADELPHIA

DETROIT

WASHINGTON

MINNEAPOLIS

CINCINNATI

MILWAUKEE

INDIANAPOLIS

IF you want this **Profit Making Sales** Action-Get the **New Eureka Story from** your nearest Eureka branch or distributor...

Eureka Williams Corporation - Bloomington, Ill.

SENSATIONAL NEW WONDER CLEANER EVERY TIME YOU RUN THIS AD IT'S LIKE MONEY

SREAT

INTRODUCTOR

IN THE BANK, IT WORKS-IT'LL RING YOUR PHONE OFF THE WALL!



No need to waste time shopping around to a dozen places to buy service parts for washing machines. Why wait for one part from one place, another part from another place and so on until you have a dissatisfied customer.

Now, that old-fashioned method of parts supply is ended. Now, you can obtain any service part for any washing machine from one single source—that's the authorized member of the Appliance Parts Jobbers Association right in your city or very close to you. Look for his name listed below and see him when you need service parts.

Washing machine dealers who want efficient service departments welcome this modern centralized source for parts. It not only enables them to serve customers better but increases service profits through much time saving. Ask your nearest lobber to put you on the mailing list for Service Fax.

map. Then find the name on the list below of the Association member negrest you. Use him as your one single source for supplying parts for washing machines you

APPLIANCE PARTS JOBBERS ASSOCIATION, INC.

A National Organization—Executive Offices Detroit, Mich.

A S S O C I A T I O N

A-1 Master Electric Shop, Salt Lake City,

delphia, Pa.
merican Electric Washer Co., Cleveland,
Ohio

Ohie Arecttic Washer Co., Clevelan Ohie Appliance Parts Co., Indianapolis, Ind. Appliance Parts & Service Co., Seattle, Marchad. and Spokene, West. Arcand's, Hertford, Com. Couper Washer Parts, Inc., Sieux City, Iowa Detroit Appliance Parts Co., Detroit, Mich. Electric Appliance Parts, Waterbury, Conn. Flinch's Washer Parts Co., Grand Rapids, Mich. Washer Parts Co., Grand Rapids, Glood Mousehands.

Mich ousekeeping Shop Boston, Mass, Goode Papilance Co., Minneapolis, Minn. Mame Electric, Inc., Youngstewn, Ohio Wallace Jahnston Appliances, Inc., Memphis, Tenn.

Tenn.

Ray Jennes Washing Mechine Parts & Service
Co., Denver, Colo.

Reystune Washer Parts Co., Philadelphia, Pa.

Rinsher Berobers, Cincinnati, Chia
Mar Cone Appliance Parts Co., St. Louis, Mo.
W. L. May Co., Inc., Partland, Oregon
Midwest Appliance Parts Co., Inc., Chicago,
III.

Minnesota Appliance Parts Co., St. Paul,

Minn. Mareley's Washer Parts, Buffalo, New York Pearsal Appliance Corp., Cleveland, Ohio, and Dallas, Texas B. J. Phelan Sans, New York, New York and

Newerk, P. Co., Akron, Ohio Precision and Co., Akron, Ohio Precision Bertz, Co., Oklohoma City, Okla. Representation of the Co., Oklohoma City, Okla. Radio Electric Service C. at Penna, Philadelphia, P. Refrigeration Equipment Co., Kansas City, Ma., Wichiek, Kan, and Topeka Kan. Refrigeration Supply Co., Harrisburg, Pa. Refrigeration Supply Co., Richmond Va. C. J. Roberts Engineering Co., Springfield, Mass.

Refrigeration Supply Co., Richmond, Va. C. J. Roberts Engineering Co., Springfield, Mass.
Servall Co., Detroit, Mich.
Shand Radio Specialties, Flint, Mich.
The C. W. Smith Co., Chicago, III.
Starr Electric Supply Co., Houston, Texas C. E. Sundberg Co., Chicago, III.
Trible's Inc., Washington, D. C.
Wash Machine Parts & Sales Co., St. Louis, Mc.
Washer Parts & Service Co., Pittsburgh, Pa.
Washing Machine Parts Co. Inc., Los Angeles,
Calif., San Francisco, Calif., and San
Diego, Calif.

Indiana Town Expected to Replace Garbageman With Disposal Units

Low bid of \$75 per unit (installed) wins contract for G-E distributor

Jasper, Ind., last month neared a solution to its garbage problem. In fact the solution—garbage disposal units-had been found; still needed were the signatures of 60 percent of approximately 1400 householders

When that happens it is expected that General Electric Co.'s appliance and merchandise department through its distributor, GESCO, Louisville, and its Jasper dealer, Vic's Home and Auto Supply, will get the contract to supply and install Disposalls. GESCO was low bidder for the contract in competition with several other distributors and manufacturers

The Problem. Jasper's mayor, Herbert Thyen, began considering kitchen disposal units two years ago in an effort to solve the community's worsening garbage problem. Colle tion costs had been going up steadily and even at the higher rate it was a tough proposition finding anyone willing to take the job.

Last fall customers of the town's municipally owned power plant were asked whether they would consider installing the disposers. The response was favorable enough to result in the city asking for bids for enough units to supply everyone in

The Solution, Between that time and the actual opening of bids, Jasper citizens were given a powerful dosage of modern public relations techniques in action. One manufacturer ran a contest among students in the local school; another brought in one of its traveling exhibitions Almost all sent engineers to confer with Jasper officials.

In the end, however, competitive bidding (and the findings of the town's engineers) determined the winner. GESCO's low bid was \$74.17, installed. It is expected that installation will local plumbers. Householders may finance the units through either of

The Moral. Acceptance of the disposal units in Jasper will complete the cycle of municipal attitudes towards the appliance. Beset at first by opposition on the part of many overcome much of this restrictive legislation. The positive acceptance of the appliance by an entire community should prove to be an important stimulant to sales in other sections of the country.

The \$75 price will probably not be the pattern for future installations. It is partially the product of the spirited competition in Jasper among various manufacturers wholesalers. Unit price for the Disposall (not installed) is \$125.

Wiring Group to Meet In St. Louis Feb. 16-17

A workshop study of the St. Louis Adequate Wiring program will be one of the features of the sixth annual Adequate Wiring Discussion-Conference to be held in St. Louis Feb. 16-17. The workshop will take up the entire first day of the meeting. Carl Christine, secretary-manager of the St. Louis Electrical Beard of Trade, will preside and will explain how all local groups work together. Presentations will be made by representations will be made by representatives of these groups and a field trip to two residential developments which feature certified Adequate Wiring will conclude the day's program.

Scheduled Meetings

FOURTH ANNUAL FLORIDA **ELECTRIC EXPOSITION**

Tampa Electric Co., Tampa, Fla. Jan. 31-Feb. 11

1950 WESTERN WINTER MARKET

Western Merchandise Mart February 6-10

ST. LOUIS HOME SHOW

Kiel Auditorium February 11-19

6TH ANNUAL ADEQUATE WIRING CONFERENCE

Statler Hotel, St. Louis February 16-17

MICHIGAN RETAIL HOWE. ASSN

Convention and Show Grand Rapids February 21-23

CHARLESTON ELECTRIC EXPOSITION

Electric League of Charleston County Hall March 1-3

NATIONAL RURAL ELECTRIFI-CATION ASSN.

Annual Convention Hotel Stevens, Chicago, 111.

MIDWEST ELECTRICAL **EXPOSITION**

Nebraska lowa Electrical Council City Auditorium, Omaha March 7-11

EXPOSITION OF ELECTRICAL PROGRESS

Kansas City Electric Assn Municipal Auditorium, Kansas City March 8-12

NATIONAL ELECTRICAL MFRS. ASSN

Edgewater Beach Hotel, Chicago, III. March 13-16

DUPONT ANNOUNCES A NEW DULUX FINISH FOR REFRIGERATOR INTERIORS

Amazing development of Du Pont research proves itself in exhaustive laboratory tests and in thousands of refrigerators now in home use

Here's big news for home appliance dealers everywhere! An amazing new development in finishes—DULUX Food Compartment Enamel—is now being used on refrigerator interiors. Soon you will be able to sell your customers a refrigerator with a liner finish that offers extraordinary beauty, durability and long life. Soon you'll be able to pack new punch into your sales demonstrations with the DULUX Food Compartment Enamel story!

JOB-TESTED AS WELL AS PRE-TESTED

Du Pont paint chemists in collaboration with refrigeration engineers spent months formulating, improving and thoroughly checking this sensational new liner finish. DULUX Food Compartment Enamel had to meet the most exacting standards . . . or else. And it passed every conceivable laboratory test with flying colors. What's more, it has been field-tested in thousands of new refrigerators to prove its all-round superiority in actual home use!

"DULUX" FOOD COMPARTMENT ENAMEL HAS ALL THESE FEATURES TO HELP YOU MAKE MORE SALES!

- 1. DULUX STAYS BRIGHT! Food products ordinarily stored in refrigerators will not permanently stain this DULUX liner finish. Even acids in citrus fruit will not dull its beauty!
- 2. DULUX STAYS WHITE! A clean, sparkling white, this DULUX liner finish doesn't turn yellow with age. Moreover, it can be washed as often as your customers feel is necessary to keep it sanitary.
- 3. DULUX RESISTS CHIPPING! A DULUX liner finish is so flexible that the metal to which it adheres can be badly dented by a heavy blow... without injury to the finish itself. And it keeps this remarkable flexibility and adhesion for years!
- 4. DULUX IS GREASE-RESISTANT! Butter, lard, vegetable shortenings, salad oils and other foods containing grease will not dam-

age this DULUX liner finish. It's truly grease-resistant!

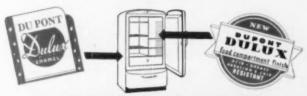
5. DULUX SPURNS WEAR! Milk bottles, dishes and pans glide over a DULUX liner without harming the finish. DULUX has an exclusive "glider action" built into its film. Rough treatment that would gradually wear away other types of liners simply slides over DULUX!

WHAT THIS NEW DULUX LINER FINISH MEANS

It means a better sales story for you . . . a better product for your customer. Famous as America's leading home appliance finish, Du Pont DULUX Enamel has been used on over 20,000,000 refrigerator exteriors. Now, with the addition of new DULUX Food Compartment Enamel, you can give your customers DULUX beauty, DULUX durability, and DULUX long life inside as well as out. You'll be selling a finishes combination that can't be beat!

NOW YOU GET TWICE THE SALES PUNCH

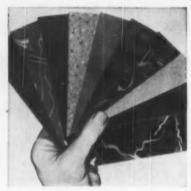
FAMOUS "DULUX" ON THE OUTSIDE!
NEW "DULUX" ON THE INSIDE!



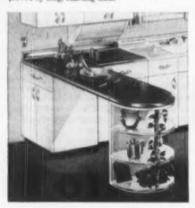
USE THESE SEALS TO CLOSE YOUR DEALS
"DULUX" is America's leading
home appliance finish



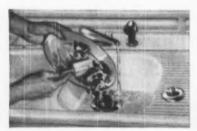
Greatest KITCHEN



Color! With Cusheen, the new marvel in cabinet tops! Ten glamorous, basic colors make any kitchen color scheme possible Exclusive with Youngstown Kitchens. Has amazing resistance to abrasion, heat, fire, sunlight, food acids, alkalies, alcohols, solvents, hot greases and oils. Miraculous wearing qualities proved by long, exacting tests.



Lovely new Breakfast Bars and Base What-Nots! New Breakfast Bars are wonderful for quick, easy meals. Base What-Nots dress up and beautify the kitchen (in half-round, as shown, or quarter-round). Shelves provide added storage and new kitchen beauty—display flowers, china, or other decorations. Match Wall What-Nots perfectly.



Wonderfully improved! The Youngstown Kitchens Food Waste Disposer eliminates garbage from your home. Grinds up food waste; washes it down drain. Essaily installed in sink plumbing. Permits continuous feed! Self-eleaning with self-reversing motor. Ask your Youngstown dealer about this wonderful disposer and its marvelous new features.

The miracle of Cusheen, magic new cabinet top, in colors . . . marvelous new units for greater kitchen beauty and efficiency . . . easier, faster dishwashing . . . time-saving, work-saving, new-design units with more graceful contours . . . all the kitchen features you've ever dreamed about, made better than ever before!

HERE'S million-dollar convenience and beauty, right within reach of your budget—the marvelous new 1950 Youngstown Kitchens with features never matched nor made available before.

There's the magic of Cusheen, the new miracle cabinet top that has amazing resistance to damage or injury from all normal causes. It's tough and durable, yet acts like a cushion. And it comes in ten glorious, basic colors to make any kitchen color scheme possible.

There are wonderful new units with sparkling contours and finishes that only die-made steel can give. Never before have so many wonder-working kitchen features been made possible for everyone for so little!

See these new 1950 Youngstown Kitchens now at your dealer's store.

Let your factory-trained Youngstown dealer show you your dream kitchen in perfect miniature. Let him show you how to save on installation and how easy it is to finance. If building, specify Youngstown—you'll save!

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO

World's Largest Makers of Steel Kitchens



New Rotary Corner Base Cabinet: Rotating shelves bring everything up front. Lips on shelves and rear shield prevent falling off or "lost" articles. Wonderful new use of otherwise wasted corner space. Perfect for canned goods.



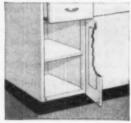
New, streamlined swinging mixingfaucet of gleaning chrome. Mixes water at desired temperatures. Matching chrome handles. Rinse spray with flexible hose for easier food cleaning and rinsing. On De-Luxe models.



New, Maple Cutting Board Cabinet Top! Hard thick maple, laminated side to side with edge-grain surface. Tough as a butcher's block! Provides handy, durable cutting surface. Has back-splash. Available for cabinets up to 24" in width.



Newly improved cabinet sink tops of one-piece, acid-resisting porcelain-enameled steel. All have widefluted, "no-tip" drainboards, flat surfaces; dishes, glassware do not tip or "see-saw". The finest, most durable sink tops made.



New, rounded contours and smoother, long-lasting finishes on all units from die-made steel construction. Kitchen lines are softer. Sparkling Hi-Bake enamel finish. All doors and drawers sound-deadened—open and close quietly.



Rolling Door Cabinets. Fit under wall cabinets. Gleaming, white, plastic rolling doors slide up out of way. Keep spices, seasonings separate, where you need them most. Available in twe widths, 18" and 24" wide.

developments in years!



Youngstown Kitchens BY MULLINS

Call Western Union, Operator 25, and without charge get the name of nearby dealer, or send coupon today.



New Flour Bin Base Cabinet. Holds 50 pounds of flour, keeps it dry and fresh in fully enclosed bin. Eliminates old-fashioned flour can. Bin tips out, closes easily. Supplied in 15" base cabinet that matches other cabinets.



New Quarter-Round Base What-Not provides wonderful decorative touch to the kitchen when used at cabinet ends. Adds new kitchen beauty. Holds figurines, flowers, china, small accessories. Chrome trim matches other What-Nots.



What - Not Shelves. Vastly improved with gleaming chrome trim. Beautify kitchen when placed by windows or in corners at ends of wall cabinets.



WILL APPEAR IN FULL COLOR IN LEADING NATIONAL MAGAZINES

The greatest kitchen advertising, plus the greatest kitchen promotions in the appliance business, backs up Youngstown Kitchen dealers. Get aboard the sales and profits band wagon with the world's finest and most wanted kitchens.

THE NEW YOUNGSTOWN KITCHENS FOR 1950

for complete information see your Youngstown Kitchen distributor, or write

MULLINS MANUFACTURING CORPORATION

WARREN, OHIO World's Largest Makers of Steel Kitchens



Farm Selling Key: Stress Savings Possible by Using Electricity

Fourth Farm Electrification Conference elects Dr. P. D. Sanders as new chairman

Proof that \$300 to \$400 invested in electrical current will often save \$3,000 in labor is the key to selling farmers on increased electrification, Hassil E. Schenck, president of the Indiana Farm Bureau, told the Fourth National Farm Electrification Conference in Chicago in December.

Mr. Schenck pointed out that 60 percent of the current used on the farm today is consumed in the farm house, not on farm equipment. He stated that 300 farm chores can be done with electrical equipment.

Most Farms Served. Dr. P. D. Sanders, editor of the Southern Planter and newly elected chairman of the Conference, reported that 85 percent of the farms in the United States are served by electricity. Last year the average farm customer used 1,997 kw-hr. of power and paid \$65.90 for the service. The average city dwelling customer used 1,563 kw-hr. and paid \$47.50 for it.

"Electricity has come so suddenly to the rural scene that the farmer has not yet adapted it to the extent it is being used in industry," Dr. Sanders declared.

Paul A. Miller, Michigan State College sociologist, said that only 30 percent of farm homes have controlled running water against 90 percent of urban homes. About 40 percent of farm homes have electric refrigerators compared to over 80 percent in city dwellings.

According to B. G. Perkins, Doane Agricultural Service, St. Louis, six benefits from the use of electricity on the farm are: greater economy of operation, larger volume, reduced work, higher quality of work, more convenience and greater comfort.

Man of the Year



HONORED AS the Bendix Man of the Year at a December luncheon was W. P. Thielemann, left, salesman for Curt Collins Co., Akron, O. He is first to win top award in the Man of the Year club, designed to stimulate activity among specialty salesmen. Presenting the award to Thielemann is Arnold VerLee of Bendix while Riley Stone of Northern Ohio Appliances looks on.



DR. P. D. SANDERS

Dealer's Responsibility. Included in the second day's meeting was a panel discussion of "The Man Who Sells the Farmer". Earl M. Hughes, a farmer of Woodstock, Ill., declared that too many dealers lost interest in the customer as soon as the sale was completed. He stressed the necessity of service as a means of giving satisfaction and building future sales.

Other officers elected included Walter Deming, Deming Pump Co., vice-chairman; Russell J. Gingles, Farm Electrification Bureau of NEMA, secretary; and Carl Gorham, Electricity on the Farm magazine, treasurer.

Myers Official Calls For Sales Training

Pointing out that only 60 percent of the nation's production will be purchased by the consumer without sales effort, C. D. Leiter, sales manager for the F. E. Myers & Bro. Co., told the Ohio Farm Equipment Association convention recently that full employment, profitable production, low cost, low prices and a favorable economy rest on the salesman's ability to dispose of the remaining 40 percent

Mr. Leiter listed four basic talents necessary in selling equipment successfully. They were: ability to select, ability to sell, ability to install and ability to service. To render these services, Mr. Leiter said, the dealer must know his product, know his business, make calls, ask customers to buy, and get orders. Upon the manufacturer, he added, rests the responsibility for training the retailer and his sales force on these manufactures.

Mr. Leiter pointed out that his firm has trained more than 25,000 sales people on these basic principles during a three year period and that the continuing program is regarded as valuable from both production and sales standpoints.

Great news for Bendix dealers

ANOTHER NEW BENDIX, ANOTHER NEW

MASS MARKET

ONLY

\$ 6995

For the new Bendix Dialamatic

NEW BENDIX DIALAMATIC
Equipped
with castors—

Roll it anywhere!



- ★ Just set the diaf. The Dialamatic washes, rinses, squeeze-drys!
- ★ Opens up a brand new mass market!
- ★ Agitator washing in the flexible Wondertub!
- ★ Backed by solid, slamming newspaper advertising...in your own territory!
- ★ Undertow washing action...Floataway draining...Squeeze-drying!
- ★ Hands never touch water!
- ★ No wringer, no spinner—no bolting down!
- ★ Advanced styling... perfect teammate to the fast-selling Economat!
- ★ Fits anywhere in home, duplex, or apartment!

THE DIALAMATIC'S THE WASHER THAT "HAD TO HAPPEN"!
...BUT IT TOOK BENDIX KNOW-HOW TO MAKE IT HAPPEN!

BENDIX HOME APPLIANCES, INC. . SOUTH BEND 24, INDIANA

ELECTRICAL MERCHANDISING-FEBRUARY, 1950

PAGE 129

CASCO EXTRA-

FIRST AGAIN TO GIVE RETAILERS

YOU MAKE MORE SALES!

WE CHALLENGE ANY STEAM AND DRY IRON TO MATCH CASCO IN QUALITY FEATURES



WITH YOUR ORDER FOR ONLY

CASCO STEAM & DRY IRONS

ON EXTRA PROFIT OFFER "A"

YOU MAKE \$47.05

- BUY
- 5 CASCO STEAM
- 1 CASCO STEAM
- \$55.65
- \$89.75
- for only 5.00
- \$17.95

TOTAL \$60.65 \$107.70

BACKED BY THE
LARGEST NATIONAL
ADVERTISING CAMPAIGN
IN STEAM IRON
HISTORY

CASCO PROFITS
WITH OTHERS

ONE C	ASCO
ONE CAM & I	DRY IRON
1795	5
	10
for only	

INLIGET

STEAM IRON	RETAIL	% PROFIT
CASCO	17.95	43.6%
A	17.95	34.2%
В	17.95	34.5%
С	19.95	35.0%
D	15.70	38.0%

ORDER NOW! THRU YOUR WHOLESALER!

FIXOFICOFFERS

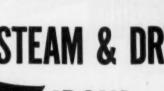
BIGGER PROFITS THEY

MORE SATISFIED CUSTOMERS! MORE MONEY!

with CASCO-AMERICA'S FASTEST SELLING

STEAM & DRY CASCO is the only Steam & Dry

IRON!





Iron on the market combining ALL the features every woman wants! USES ORDINARY WATER VFILLS EASIER STAINLESS STEEL WEIGHS LESS FABRIC DIAL FOR BOTH STEAMS LONGER Steam and Dry Ironing VAND MANY OTHERS

WITH YOUR ORDER FOR ONLY

CASCO STEAM

CASCO STEAM

DRY IRON

IRONS

\$23.90

for only 7.95 TOTAL \$31.85

ONE CASCO STEAM & DRY IRON

EXTRA PROFIT OFFER "B" \$35.90

17.95

for only

COMPARE BIGGER CASCO PROFITS WITH OTHERS

STEAM IRON	RETAIL	% PROFIT
CASCO	17.95	40.0%
A	17.95	31.3%
В	17.95	31.3%
C	19.95	31.3%
D	15.70	33.3%

CASCO

CASCO PRODUCTS CORP., BRIDGEPORT 2, CONN.

OFFERS POSITIVELY LIMIT and may be withdrawn without notice.

WHAT THE...!!! HEY! ANOTHER OUTLET ON THIS LINE?

SEE THE "CARRY-ALL" EXHIBIT . . . in Space 9 at the CHICAGO AUTOMOBILE SHOW February 18-26, International Amphitheatry

Because . . .

100 OTHER INDUSTRIAL "OUTLETS" SHARE THE "CHARGE" OF THIS "LINE" YOU GET . . . A QUALITY SERVICE and UTILITY BODY AT YOUR PRICE!

* WEATHERPROOF * LOCKED * LIGHTWEIGHT!

Carry-All NEVER KNEW EXISTED!



It's the All-Die Pressed Steel "Carry-All" by Marrison for Cutting Costs of Theft, Weather Damage, Extra Trips and Duplications . . .

EVERYTHING FOR ANY
ELECTRICAL JOB IN YOUR
SHOP-ON-WHEELS

EVERY ADVANTAGE OF YOUR EXPRESS PICK-UP PLUS ALL THESE EXTRAS!

Weatherpreef Compartments . . . for those cardboard boxes of small items that break apart and spill when it rains! . . . for the tools and equipment that would otherwise rust and corrode! . . for anything and everything that must be kept dry and free of dirt!

Locking Comportments . . . Wise keylocked and handled so that you can keep equipment that used to "walk away".

walk away.

Bridge-Type Underbody — High Tensile Steel Construction Throughout

It's lighter — moch lighter—than any body of its type and capacity. It'll pay off in greater loads at lower operating costs! Fits any standard commercial ½2, ¼ or I for truck chassis.

Mere Advertising Space... Put your phone number where the fender used to be!

More Freight Space . . . Over-thewheel compartments give you nearly 50% additional cubic carrying capacity!

Plus: Offset-reinforced, non-skid, heavy load floor ... Interchangeable parts ... Bassick center control of single closure, dual-larch, paneled doors ... Compartment doors of inner and outer steel stampings.

The all-industry Marrison "Carry-All" is carried in steck for immediate delivery to franchised chassis dealers by more than 50 established truck aquipment distributors strategically footbed from coast to coast.



News Briefs

Expansion Program. A \$650,000 improvement program which will provide more efficient production facilities and improved working conditions for employees has been announced by Nineteen Hundred Corp. Included in the project is a 15,000 foot overhead conveyor system to serve as a circulating warehouse for parts.

Pyrex Bowls. Hamilton Beach food mixers are now equipped with pyrex ware mixing bowls, permitting the housewife to mix, bake and store in the same bowl. These new bowls will be featured in a heavy national consumer advertising campaign which will break in February.

Change Firm Name. Stockholders of Moe Bros. Mfg. Co. have voted to change the corporate name to Moe Light, Inc. The change was the result of the wide acceptance of the brand name "Moe Light." The firm will launch a greatly expanded consumer advertising campaign in the spring.

Norge Offices Move. The Norge division of the Borg-Warner Corp. will move its general office from Detroit to the Merchandise Mart in Chicago during the next few months. Norge will occupy approximately 35,000 sq. ft. of space on the second floor of the Mart.

Change Name. The portable electric appliance division of Landers, Frary & Clark has been re-named the electric housewares division to conform with the industry wide-selection of the latter term by the National Electrical Manufacturers Association.

VCMA Elects. George H. Scott, president of Scott & Fetzer Co., was elected president of the Vacuum Cleaner Manufacturers Association at the organization's annual meeting in Cleveland in December. Walter Dietz of Electrolux was elected vice-president while Clarence Frantz, Apex Electrical Mfg. Co., was re-elected secretary-treasurer for the 31st consecutive year.

New Name. The P. A. Geier Co., Cleveland, which was purchased by the Schott family interests last fall, will be known as the Royal Vacuum Cleaner Co. Arthur H. Zirke and Phillip H. Geier will remain as president and vice-president while Joe Schott has been made a vice-president.

Announce Ceiling Mount, Fresh'nd-Aire Co., a division of Cory Corp., has announced the development of an accessory which permits instant mounting of the firm's custom chrome air circulators for overhead use. Ceiling mounting is necessary in many commercial installations.

Now Ironrite, Inc. The Ironrite Ironer Co. has been re-named Ironrite, Inc. The new name is the third in the history of the 29-yearold firm. It was founded in 1921 as Sperlich & Uhlig, becoming the Ironrite Ironer Co. in 1927.

Antenna Available. RCA's antennaplex system, a multiple-outlet master system which offers solution of TV antenna problems for apartment houses, hotels and office buildings, is now available for installation in TV areas throughout the nation. Announced last May, sales had heretofore been restricted to the eastern seaboard.

Streamlined Parts Center. A streamlined renewal parts center designed for greatly accelerated delivery of appliance parts to distributors all over the country has been established by Westinghouse Electric Corp. at Newark, Ohio. The new center can ship over 2500 orders daily.

Doubles Plant Capacity. To meet increasing demand for TV receivers, Motorola, Inc., is doubling the capacity of its Quincy, Ill., radio plant for free its Chicago plant for enlarged video production. The new construction is scheduled for completion March 1.

Big Ad Budget. Nearly 100 distributors of Vernado air circulators attending the national sales meeting of the O. A. Sutton Corp. were told that the 1950 Vornado advertising budget greatly exceeds that of any other year. Those attending the meeting also saw three new models in the Vornado line.

Market for Power Tools. Sixty-eight per cent of the families interviewed in a recent survey of Successful Farming readers have work shop facilities on their farms. Almost 60 percent of the group purchased power tools at their hardware store while 48 percent purchased them at farm implement stores. Forty-seven percent relied on mail order service and 12 percent bought tools at appliance stores.

Contest Ends. Sayre. Okla., grand-mother, Mrs. J. P. Russell, was the first prize winner in Crosley's \$2,000,000 giveaway contest which ended just before Christmas with the announcement of national winners. There were over a million entries in the contest in which 6,844 Crosley dealers throughout the country participated.

Purchases Plant. Admiral Corp. has purchased the 64,000 sq. ft. General Mills plant in Bloomington, Ill., and will employ 1200 people there in the manufacture of radio and television receivers. The building will be used first for radio production. It was originally the property of the Colonial Radio Corp. and was taken over in 1948 by General Mills.

Centennial Advertising. To celebrate the firm's 108th year in business, (Continued on page 136)



"LIFE increased traffic at least 50%!"



Mr. Carl Seary, advertising manager of Sharper & Gardner, places an Advertised-in-LIFE display card beside one of the appliances featured in the promotion. Lines featured in the week-long promotion were: General Electric, Sunbeam, Emerson, Motorola, Admiral, Ever-ready, Camfield, Proctor, Stromberg-Carlson, Telechron, RCA. Customers were enthusiastic, and so was Mr. Seary. Read what he wrote:

—and more <u>traffic</u> means more <u>sales!</u>

Last year, Sharper & Gardner Electric Co. of Indianapolis added up some facts about LIFE:

LIFE is read in 1 out of every 3 families in the U.S.! LIFE's thrilling word-and-picture journalism gives its readers an excitement that no other magazine can match!

That excitement runs over into LIFE's national advertising and sells!

LIFE tie-ins cash in on that excitement still further—get extra traffic, extra sales!

To Sharper & Gardner, those facts pointed one way: use LIFE advertising in their selling now.

The pictures on these pages show you what Sharper & Gardner did with LIFE—the statement of S&G's advertising manager tells you what LIFE did for them.

LIFE advertising works for you... backs your selling. Use it to get extra traffic in your aisles, extra profits in your cash register.



"This LIFE promotion was really good for us. We noticed passers-by taking a new interest in the store. Quite a few passing cars would slow down, park—and by golly, the riders would get out and come into the store. We know that the colorful LIFE displays were a big pulling power."



"A typical example of the success of the LIFE promotion can be shown in the sales of a television set and two refrigerators. What's important is that they were sold to people who had never been in the store before. They told us that it was the LIFE promotion that brought them in!"



"With LIFE, the tempo of interest and consumer traffic definitely increased. LIFE caused a lot of comments from everyone coming into the store. Business had been slow. Then up went the LIFE displays and up went store traffic. You might say that everything came to LIFE."



"Everyone on the staff was instructed to call attention to LIFE products. We had an excellent week on traffic and major appliances . . . in fact, it was the best week we've had in months. We can truthfully say that LIFE advertising tie-ins increased floor and outside traffic at least 50%!"

During the next few weeks, the following products will be advertised in LIFE. You sell them now—add LIFE and sell them better.

MAJOR APPLIANCES

Feb. 6 Kelvinator Refrigerator—page, color Feb. 13 Crosley Electric Range—page, color Hoover Vacuum Cleaner—1/2 page, color

Feb. 20 Hotpoint Appliances—spread, color Bendix Home Appliances—page, color Modern Hygiene Vacuum Cleaner—

1/4 page
Feb. 27 Frigidaire Refrigerator—page, color
International Harvester Refrigerator—
page, color
Thor Washer—page, color

Hoover Cleaner—1/2 page, color MINOR APPLIANCES AND HOUSEWARES

Feb. 6 G-E Toaster—½ page Schick Shaver—½ page Bruce Asphalt Tile Cleaner—28 lines Saf-T-Hed Thumb Tacks—14 lines

Feb. 13 G-E Sandwich Grill-Waffle Iron—1/2 page Osterizer & Osterett—1/2 page Simoniz—1/2 page Electresteem Vaporizer—1/4 page Feb. 20 Farberware Cooking Utensils—1/2 page

Schick Shaver—1/2 page
Feb. 27 Thayer Juvenile Furniture—1/2 page, color

HOME FURNISHINGS

Feb. 6 Cannon Towels—page, color Englander Airfoam Mattress—page, c. Kolestral Accessories—1/2 page, color Consider Willett Furniture—1/2 page Lane Cedar Chest—1/4 page Perm-A-Lator Padding—1/4 page Irish Maid Linens—28 lines

Feb. 13 Bird Floor Coverings—page, color Cannon Sheets—page, color Lane Cedar Chests—1/4 page

Feb. 20 Firestone Velon Film—page, color Pequot Sheets—1/4 page Ostermoor Mattress—112 lines

Feb. 27 Simmons Hide-A-Bed—spread, color Smith Floor Coverings—spread, color Volker Venetian Blinds—page, color Latex Pillow—page Comfort Spring Mattress—28 lines

RADIOS, TV AND INSTRUMENTS

Feb. 13 G-E Television—spread, color Motorola—page, color Philco—page Hammond Solovox—1/2 page Lester Piano—1/2 page

Feb. 20 Admiral Radio—page, color Sparks-Withington Television—1/2 page

JEWELRY, CLOCKS AND WATCHES

Feb. 6 DeBeers Diamonds—page, color Swank Jewelry & Accessories—page, c. Feb. 13 Swiss Federation of Watchmakers page, color Keepsake Diamonds—½ page

Feb. 20 Elgin All-American Watch—spread, c.
Woods Jewelry—½ page

Feb. 27 Westclox—½ page

SILVERWAR

Feb. 13 Holmes & Edwards Silverplate—page, c. Reed & Barton Silver—1/2 page, color Feb. 20 1847 Rogers Bros. Silverplate—page, c.

Community Silverplate—¼ page
Feb. 27 Community Silverplate—page, color

PENS, PENCILS & TYPEWRITERS

Feb. 6 Royal Portable-page

CAMERA SUPPLIES

Feb. 6 Eastman Kodak—page, color Feb. 20 Eastman Kodak—1/2 page, color Feb. 27 Ansco Film—page

SPORTING GOODS AND TOYS

Feb. 13 Chicago Roller Skate—1/4 page Feb. 20 M & M Woodworking—1/4 page

SMOKING REQUISITES

Feb. 13 Zippo Lighter-1/2 page

Note: Because of last-minute changes, some of these advertisements may appear in issues different from those listed above.



LIFE, 9 Rockefeller Plaza, New York 20, H. Y.

PRICE BRACKETS

Sepco STANDARD

Designed and priced to help you cash in on the great mass electric water heater market. Available in a complete line of round and table top models-backed by the famous first name in electric water heaters.

De LUXE

The only electric water heater that heats water the logical, economical way-directly through the middle for the entire length of the tank. First choice of discriminating customers for over a third of a century.

... doubled sales opportunities Sepco dealers

With the Sepco De Luxe and Standard

tant to the largest, most pretentious where models you can match every customer's long-range efficiency is the dominant pocketbook-every home electric water consideration, Sepco offers topheating requirement. From the smallest quality heaters that simplify your sellhomes where first cost is highly impor- ing, expand your sales opportunities.

Protected dealer territories! Write for details.

CORPORATION

News Briefs

- CONTINUED FROM PAGE 132 -

Landers Frary & Clark, manufacturers of Universal appliances, will promote its entire line in a year long "centennial" campaign tied in with the presentation of new developments in its 1950 line. Universal will introduce an entirely new line of ranges, washers, vacuum cleaners and hot water heaters in the first six months of 1950. It will be the biggest advertising year in Universal's appliance history.

Reduce Lamp Prices. General Electric's lamp department has reduced prices on its "standard warm white" fluorescent lamps from 10 to 25 cents per lamp. The reduction brings the prices of "warm" lamps into line with those of "cool" lamps in all sizes. The new "de luxe warm white" and "de luxe cool white" lamps announced late last year will be available early this year, first in the 40-watt size at a list price of

Biggest Backlog. The biggest backlog of firm orders in the company's history was reported by the Gib son Refrigerator Co. in its annual report. During 1949 the firm spent almost \$2,500,000 for plant additions, improvements and tools.

Service Policy, Casco Products Corp. has announced a new service policy on its steam irons, heating pads and power tools designed to benefit both retailers and consumers. The new policy will localize product maintenance through the use of renutable electrical maintenance companies in servicing Gasco products under Casco engineering super-vision. Service stations in 14 cities have been franchised so far and additional facilities will be added.

Ekco Winner. Clyde B. Hennon, hardware store owner from New-castle, Pa., has been named winner of the national retailer contest used by Ekco Products Co. to introduce "lo-pressure" pressure cooker. Hennon won a 1949 Cadillac sedan for his slogan "pressure decreased-flavor increased." The momentum created by the retailer contest will be sustained by extensive newspaper and national advertising during 1950, Ekco officials said.

Long Life. The average rated operating life of standard cold cathode lamps is now in excess of 15,000 hours, according to the Fluorescent Lighting Association. This could mean up to 20 years service in the home or 8 to 10 years service in in-

Air Conditioning Afloat. Subsidies will not be granted in the future for construction of American pas-senger liners if these ships are not air-conditioned, Maritime Commis-sioner Joseph K. Carson Jr. recently told a luncheon meeting sponsored by the Minneapolis-Honeywell Regulator Co. The largest liner ever be constructed in the United States (to be christened the S.S. United States when completed) will be completely air-conditioned, utilizing a York turbo compressor water cooling system.

(Continued on page 140)



The completely modern kitchen of the Pauls, Country Gentleman subscribers of Iowa, shows how much buying follows the coming of electricity into the better farm homes.

Your best rural customers

These prosperous farm people are Country Gentleman readers—typical of hundreds of other families right in *your own* trading area—good customers to cultivate. Country Gentleman's 2,300,000 circulation is concentrated in the Top Half group that gets 9 out of 10 farm dollars! And families like this . . .

see your best-selling brands in Country Gentleman

Fast-moving lines are advertised in Country Gentleman, No. 1 farm magazine in advertising revenue! So display and push these Country Gentleman advertised brands . . .

Admiral Refrigerators
Arvin Lectric Cook
Arvin Portable Electric Heal
Arvin Ractric Cook
Arvin Portable Electric Heal
Arvin Radios
Bendis Laundry Equipment
Ben-Hur Farm & Home Free
Big Ben & Baby Ben
Alarm Clocks
Carrier Food Freezers
Clark Water Healer
Clock Water Healer
Croolerator Electric Ranges
Croolery Products
Croolery Products
Croolery Products
Croolery Products
Dazey Electric Churn
Despfreeze Home Freezers
Del aval Food Freezers
Mill Coolers
Dester Twin Tub Washers

Domestic Sewmachines
Easy Spindrier Washer
Electric Heating Cable
Electric Send Bod Heater
Estate Gas & Electric Ranges
Frigidaire Electric Ranges
Frigidaire Electric Ranges
Frigidaire Refrigerators
Frigidaire Refrigerators
Frigidaire Refrigerators
Frostoloid Food Packaging Kits
General Electric Frenzers
General Electric Irons
General Electric Limps
General Electric Miners
General Miners

Gibson Refrigerators & Ranges
Narder-Freez Home Freezers
Hobart Generators
Home Utility Electric Tools
Horlon Washing Machines
Horlon Washing Machines
Horlon Hactive Ranges
International Harventer
Refrigerators & Freezers
Halvinator Appliances
Revinator Astomatic Cook
Revinator Freezers
Maytag Washers
Myers Water Systems
Nu Tone Door Chimes
Philico Refrigerators
Schaefer Freezers
Sessions Clocks
Sons-Becez Air Coofer

Speed Queen Washers and Ironers
Speedway Milk Coolers & Food Freezers
Shewart Citympaster & Shearmaster
Teleschron Electric Clocks
"Toastmaster" Toasters
Victor Freezers
Westclox Clocka & Watches
Westinghouse Cleoners
Westinghouse Cleoners
Westinghouse Laundromat
Westinghouse Milking
Appliances
Westinghouse Milking
Westinghouse Redios &
Radio-Phonographs
Westinghouse Redios &
Westinghouse Redios &
Westinghouse Redios &
Radio-Phonographs
Westinghouse Redios &
Radio-Phonographs



REMEMBER: In over half of all U. S. counties, Country Gentleman has more circulation than the biggest weekly or biggest women's

Are you losing in February

The home appliance line that gives you more products to sell the year around is the line that insures the most consistent profits.

That's why HOTPOINT has gone all out to make its line comprehensive—every major appliance for the complete electric kitchen and home laundry—a full line of products for a full year of profits. Dealers who stock and feature the complete HOTPOINT line are practically certain to do a steady, profitable business—not just in spurts—not just in certain seasons—but month after month.

This is only one important advantage of a HOTPOINT franchise. Another is the fact that full line HOTPOINT dealers deal only with one distributor. To such benefits, add HOTPOINT'S reputation—quality and timeliness of products—and you have the answer to HOTPOINT'S established leadership in the home appliance field.

NOW—in the most competitive home appliance market in history—is the opportune time to discard outmoded, old-fashioned merchandising methods for the modern HOTPOINT franchise. See your local HOTPOINT distributor. Do as hundreds of other dealers are doing to enjoy steady sales and profits every month of the year—SWITCH to HOTPOINT.

- * NO MORE "LETDOWNS" FOLLOWING HOT SELLING SEASONS
- * NO MORE "DOLDRUMS" THAT EAT AWAY PROFITS
- * NO MORE "VALLEYS" THAT REDUCE PROFIT PEAKS

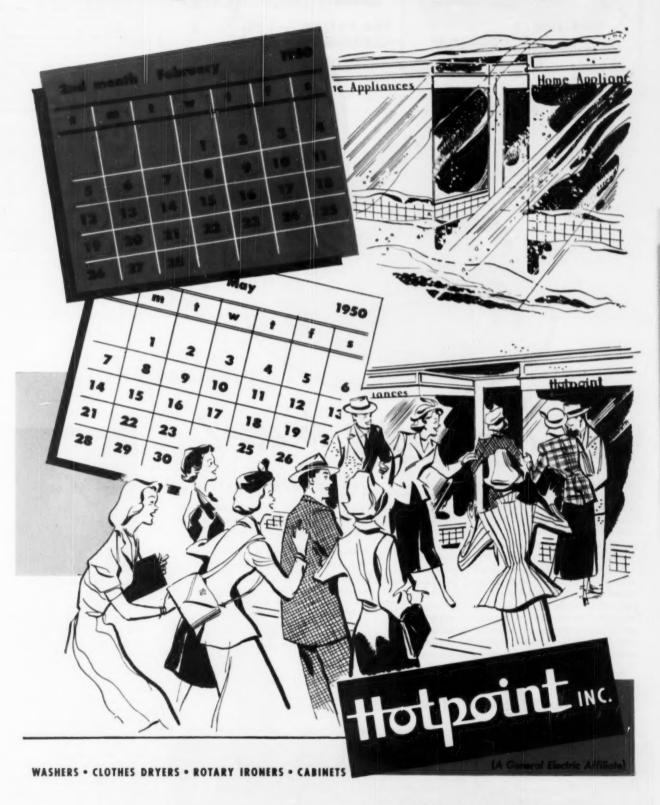
... BUT A FULL LINE OF PRODUCTS THAT INSURE A FULL YEAR OF PROFITS

Switch to Hotosint

for YEAR 'ROUND Profits!

RANGES . REFRIGERATORS . DISHWASHERS . DISPOSALLS . WATER HEATERS . FOOD FREEZERS . AUTOMATIC

what you made in May?



5600 West Taylor Street, Chicago 44, Ill.



And so simple to use!

MONOTUBES HEAT EVENLY ALL OVER, AT EVERY SETTING

TK Monotube* units bring a simplicity to electric cooking that appeals instantly to home-makers! Regardless to what heat position the switch is turned to, the Monotube always heats evenly and uniformly—over the entire surface!

You'll find sales coming easier and faster when salesmen demonstrate the exclusive "Swivelaction" features, show how simply the Monotube coil can be swung up and out of the way—eren when it is hot—for fast, easy cleaning of the drip pan. Too, the sturdy, flat single coil makes possible 32.8% more contact area with the cooking utensil. This means foods come up to cooking

temperatures quickly and economically. This is another advantage readily appreciated by Mr. as well as Mrs. Range Buyer.

Interested in Building a Profitable Replacement Unit Service Business?

Write today for TK Replacement Catalog No. 4. This catalog provides complete information on adapting Monotubes to practically all electric ranges, "Monotube Swivol-Action" Units will provide a big plus for your range service business. Write today, catalog is free; we will put you in touch with your nearest TK Distributor.





News Briefs

-CONTINUED FROM PAGE 134-

Laundry Share. Over 27 cents of every dollar spent since the war by American consumers for major appliances and electrical equipment was invested in new and improved washers, dryers and ironers, the American Home Laundry Manufacturers' Association announced last month. This is an increase of 35.3 percent in the share of the major appliance dollar expended for home laundry appliances as compared to prewar.

Production Up. January production of Hamilton dryers was scheduled at a rate 25 percent higher than any previous month with production being stepped up towards a goal of a 50% increase in 1950 over 1949. Advertising and sales promotional effort will be stepped up correspondingly.

New Building. Work has been completed on a new block-long building in Long Island City, N. Y., for the Eagle Electric Mig. Co., Inc. The from now has 200,000 square feet of floor space.

Building Market. Thirty-five percent of families building new homes bought new refrigerators and electric ranges according to a questionnaire circulated recently by Better Homes & Gardens magazine. Thirteen percent purchased dishwashers. 14 percent bought garbage disposal units and 27 percent purchased washers (with a preference of better than two to one for automatic types over conventionals).



T. O. McQUISTON

Metropolitan Edison Names McQuiston Sales Manager

Theodore O. McQuiston has been appointed sales manager of Metropolitan Edison Co., with offices in Reading. Pa. He has been associated with the Duquesne Light Co. Pittsburgh, Pa. for 23 years, joining that company shortly after graduation from the University of Pittsburgh. Most recently he was manager of residential sales and prior to that time had been sales promotion director and director of residential sales promotion director and director of residential sales promotion.

dential sales promotion.

Mr. McQuiston is secretary of the board of directors of the Electric League of Western Pennsylvania and is chairman of the Edison Electric Institute's electric kitchen and laundry committee.

What is the meaning of this Frigidaire Emblem –





to a homemaker?

When a woman chooses a Frigidaire appliance for her home, she's influenced, of course, by what she can see —smart styling, features that save her time and work, all-around value.

But even more important to her are the things she can't see – the enduring qualities promised by the Frigidaire Emblem.

To millions of homemakers, this Frigidaire crown is assurance of superior construction—lasting beauty—year after year of low-cost, dependable performance.

to a businessman?

To profit-minded businessmen everywhere, a most important feature of Frigidaire refrigeration and air conditioning equipment is the Frigidaire Emblem.

Why? Because this crown stands for long years of faithful service - low

operating and maintenance costs - ability to stand up under hard usage.

This emblem also symbolizes another vital feature – the competent, reliable service that is available on Frigidaire products whenever and wherever it might be needed.





to a Frigidaire Dealer?

To Frigidaire Dealers, the Frigidaire Emblem is a symbol of continued success.

That's because the Frigidaire trademark stands for unbeatable quality the most important asset a Frigidaire Dealer has. It makes selling easier, keeps service costs low. And it creates the kind of customers who come back for more—and send their friends in to buy.

No wonder Frigidaire Dealers say, "The Frigidaire Franchise is the most valuable in the industry!"

Depend on Frigidaire to do things right





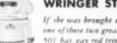
America's most wanted washer!

plus an EASY step-up to...

Full profit promotional model...



It's easy for anybody to make sales by giving away his coat, vest, and pants. But Easy gives you promotional models that bring you in a full profit. Plus an easy, logical step-up to the most action-packed, feature-full, dramatically demonstrable of all washers—the new Easy Spindrier with Automatic Spinrinse, Swing Faucets, Spiralator Washing Action and built-in Water Filter. For more and bigger profits it's EASY for you in 1950! Easy Washing Machine Corp., Syracuse 1, New York.



WRINGER STEP-UP IS EASY TOO!

If she was brought up on a wringer, it's easy to sell her one of these two great new Easy Wringer Washers. Model 501 has gay red trim, full family size tuh, massive new safety wringer, proven-performance aluminum agitator. And it's Easy to step-up to the Model 101 with automatic overload switch and famous Spiralator washing action!



* Based on terms of 10% down - 18 months to pay.



MINIMUM ARRANGEMENT

UNIVERSAL Select-A-Range

Landers, Frary & Clark, New Britain, Conn.

Device: Universal "Select-A-Range" units with "Convenience-Level" oven. Selling Features: Based on modular design and made up of 3 basic inter-changeable, independent, self-contained units; oven, surface cooking unit and roomy storage drawer unitsunits can be fitted into more than 25 different arrangements. Oven and surface units arrangements. Oven and surrace units can be placed at any height desired or in any location; assembly as a conventional range with "Convenience-Level" oven uses only minimum amount of equipment for complete cooking facilities—it can be expanded later to

or equipment for complete cooking facilities—it can be expanded later to a medium duty arrangement with 2 surface units and 2 ovens, or expanded still further into a variety of 2-oven, 2-surface burner arrangements.

Basic modular oven unit-RA9401 is 20x25x24½ in. outside; a porcelain enameled interior oven measures 16x 16x19 in. with 2300 watts for baking and 2500 watts for broiling; built-in rack guides; counter-balanced door with dual hinge spring lock; 2-oven vents at top of door, white porcelain enamel exterior; wired at rear for flush mounting against finished wall or cabinet; holes in base for easy mounting to counter, storage drawers, etc.

Basic modular surface cooking unit RA9402 is 20x25x9 in. outside; has four fast-heating "Monotube" surface units—three 64 in. 1100 watts and one 8½ in. 1900 watts; 7-heat control

1900 watts; 7-heat control



CONVENTIONAL ARRANGEMENT

switches for each unit; white porcelain enamel outside finish; acid resisting platform top; wired at rear for flush



TWO-OVEN ARRANGEMENT

Basic modular storage drawer unit RA9403 is 20x25x7-1 in. outside; white baked enamel finish; drawers sus-

baked enamel finish; drawers sus-pended on brass runners; 1-piece body. Supplementary modular units include a black enamel toe base RA9404; a splashback with lighting units No. 11-9402-075 and 700; and a counter top unit of heavy steel with white porce-lain enamel finish to serve as top cover for storage drawer unit.

Electrical Merchandising, Feb. 1950



WESTINGHOUSE Dishwashers Westinghouse Electric Corp., Mansfield, O.

Device: New front opening, top-loading automatic dishwasher in 3 models—48-in, sink; a free-stand, 24-in, cabinet model and an undercounter model. Selling Features: Slides out like a Selling Features: Slides out like a drawer, yet retains convenience of top loading with an unbroken counter work surface; simple to install, existing drain plumbing can be used; no drain valve; water is pumped up to drain; a "T" connection tail pipe is furnished to add to sink outlet, simplifying plumbing installation. Impulse-type timer activates 2 solenoids which control washing, rinsing and drying cycles—one solenoid opens and closes water

inlet valve, the other starts and stops inlet valve, the other starts and stops drain pomp at correct intervals; self-sealing so no water can drip during washing cycles; automatically shuts off when opened; holds 64 pieces din-nerware with accompanying silver or service for 8; clip design of top rack holds cups and saucers securely during



washing and rinse cycles; easily removable silverware basket in center of
top rack; aluminum impeller and a
diverter blade creates washing action.
Washes and rinses in 4 cycles, each
using 7 qts. hot water; 1st cycle is a
purge rinse to clear off waste; 2nd
cycle is a 5-min, washing action followed by 2 separate rinses; last cycle
is a 22 min, automatic drying cycle. lowed by 2 separate rinses; last cycles is a 22 min. automatic drying cycle.

Prices: 48-in. electric sink model, \$374.95; 24-in. cabinet, \$284.95; under-counter model, \$254.95; (Waste-Away garbage disposer available as accessory for sink model at \$124.95 additional.) Electrical Merchandising, Feb. 1950



K-M Table Stove

Knapp-Monarch Co., Bent & Potomac Sts., St. Louis, 16, Mo.

Device: K-M "Silver Anniversary" 2-burner table stove.

Selling Features: 1000 watts; 2-switches; 110-volts a.c.-d.c.; available starting February through April 30th.

Electrical Merchandising, Feb. 1950



WESTINGHOUSE Ranges Westinghouse Electric Carp., Mansfield, O.

Models: New type knee-hole-desk range "Rancho" and 2 standard mod-els-Commodore and Champion.

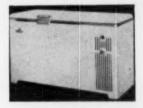
Selling Features: Rancho, knee-hole-desk model designed for small kitchens with space at a premium; "tuck-away" space provides space for a kitchen stool, wastebasket or other items that stool, wastebasket or other items that present a storage problem in a small kitchen; 38 in. wide; 4-surface Corox units: two 8-in. and two 6-in.; features automatic oven heat control, Tel-A-Glance controls for surface units, oven thermostat, convenience outlet; plat-form lamp and oven timer available as

accessories.

1950 Commodore has 3 surface units and a deepwell cooker. Champion is newly-styled with a Fresnel glass lens on the fluorescent top light which concentrates light on worksurfaces; a full-size oven and 4 surface units; 3 storage drawers; both models have new exterior finish of titanium porcelain on historium steel. titanium steel.

Prices: Rancho, \$159.95; Commodore, \$199.95; Champion, \$259.95.

Electrical Merchandising, Feb. 1950



L & H Lectre-Host Freezers

A. J. Lindemann & Haverson Co., Milwaukse, Wis.

Models: L & H Lectro-Host home freezers.

Selling Features: Available in 3 sizes: 9, 12 and 18 cu. ft.; counter-balanced lid, inner light, ice cube trays, auto-matic alarm; convenience compart-

Electrical Merchandising, Feb. 1950

New Product Highlights

Westinghouse returns to dishwasher field with a large capacity, front opening and top-loading dishwasher.

New designs in ranges announced by Universal and Westinghouse. Lindemann & Hoverson, ald-line range manufacturer, enters refrigerator and freezer field.

Murray Corp. announces a new line of ranges.



ALTORFER Washer Alterier Bros. Co., 812 W. Washington St., Pearie, 8, III.

Model: No. 420 wringer type washer. Model: No. 420 wringer type washer. Selling Featurer: Square tub design with full apron to floor; cast in 1-piece aluminum alloy; special type mechanism for releasing roll pressure provides fast release action; 4 individual springs, 2 at each end of roll, provides equalized pressure enabling more thorough wringing of the clothes; equipped with ABC's agitator washing principle, a timing clock, ABC's time tested gear case mechanism which enables starting and stopping of washing with gears always in mesh.

Electrical Merchandising, Feb. 1950



QUICFREZ Freezers Sanitary Refrigerator Co., Fond du Lac, Wis.

Models: 3 new freezers—16.8 cu. ft.; 12.5 cu. ft. and 8.27 cu. ft.

12.5 cu. ft. and 8.27 cu. ft.
Selling Features: Largest model holds
up to 8.25 lbs. food; fast freeze compartment holds 1.76 cu. ft.; 36 in. high,
274 in. wide and 82 in. long.
12.5 cu. ft. model is 61 in. long.
8.27 cu. ft. model holds over 400
lbs. is 50 in. long.
All models have wrap-around cabinets with white bonderized finish;
Fiberglas insulation; beavy-duty hermetic unit; lightweight table-top lids;
cabinets are only 27 in. deep.

Prices: 16.8 cu. ft. model, \$459.95;

Prices: 16.8 cu. ft. model, \$459.95; 12.5 cu. ft. \$352.50; and 8.26 cu. ft. model, \$279.95.

Electrical Merchandising, Feb. 1950

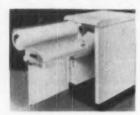


HOTPOINT Ironer Motpoint Inc., 5600 W. Taylor St., Chicago, III.

Device: Low-priced rotary ironer No.

Selling Features: Fully automatic, thermostatically controlled, cabinet enclosed model has automatic knee con-trol, manual shoe release; 26-in. roll; white Calgloss enamel finish. Electrical Merchandising, Feb. 1950. ELECTRICAL APPLIANCE NEWS

Troducts



BLACKSTONE Ironers Blackstone Corp., Jamestown, N. Y

No. 180 portable ironer and

Device: No. 180 portable ironer and No. 180C cabinet model. Selling Features: No. 180 portable ironer with stainless steel shoe; knee and finger-tip control; heat control; 1-ribbon type element 1200 watts; free-1-ribbon type element 1,200 waits; free-rolling, open-end type roll, 6 in. diam. 22 in. long; Uni-therm bi-metal ther-mostat adjustable from 0 to 500 degs. F.; shaded pole motor, 1400 rpm; white Supernamel finish.

The same inour is available as 180C in a cabinet, designed as a companion to Blackstone's automatic washer and dryer; ironer is mounted on counter-balanced brackets which pull out easily when a single door is opened, fully concealed when closed. Prices: No. 180, \$89,95; 180C, \$150. Electrical Merchandising, Feb. 1950



KELVINATOR Ranges Kelvinator Div., Nash-Kelvinator Corp., Detroit, 32, Mich.

Wodels: 6 new 1950 Kelvinator ranges.

Models: 6 new 1950 Kelvinator ranges. Selling Featurez: Restyled models include 2 deluxe models ER-509 and ER-507; 2 low-priced 39 in. ranges ER-503 and ER-502; 2 apartment-house models, ER-541 and ER-501.

ER-509 has "Automatic Cook" which controls oven, deepwell cooker and one appliance outlet, consists of electric clock, indicators for determining moment to start cooking and duration of cooking, and a selector witch to determine which feature—oven, up-down unit or appliance outlet is to be controlled; dual-interval minute-timer times periods from 15 secs. to 6 mins, or from 24 to 60 min; convenient knob changes timer from one timing interval to the other, and a bell rings to indicate end of desired interval.

other features include three 7-heat unterval.

Other features include three 7-heat units grouped at left side plus a 2-way up-down fourth unit which can be lowered to accommodate a deep well cooker; pressure cooker is available as accessory for use in deepwell; white plastic and chrome control-switch knobs mounted on recessed control-spanel; white and colored signal-lights indicate units in use; warming compartment; fluorescent top light.

ER-507 features automatic oven timer and clock; dual-interval minute timer; white plastic and chrome control-knobs on recessed sloping control

panel; 3 7-heat surface units; 2-way up-down unit and deepwell cooker; oversize 2-element oven; 3 roller-

oversize 2-element oven; 3 roller-bearing utensil drawers. Models ER-503 and ER-502 fea-tures 6 different combinations. Both models equipped with 3 7-heat units; thrifty deepwell cooker; oversize 2thrifty deepwell cooker; oversize 2-clement oven thermostatically-regu-lated oven control with "broil" and "bake" signal lights. ER-503 has 3 large utensil drawers; ER-502 has only one. Available for attachment to either model are a lamp and timer accessory to retail at \$9; a lamp clock and oven control at \$16. Deep-well cooker in either model may also be replaced by an up-down unit for \$14.



ER-541 and ER-501 apartment size ranges are 21 in. wide, 25 in. deep; have full sized, 2-element oven with signal light; sloping control-panel and appliance outlet. ER-541 has 4 7-heat surface units; ER-501 has 3 surface units.

Prices: ER-509, \$309.95; ER-507, \$279.95; ER-503, \$199.95 with standard equipment only. ER-502, \$179.95 with standard equipment. ER-541, \$164.95; and ER-501, \$154.95. Electrical Merchandising, Feb. 1950



L&H Lectro-Host Refrigerators A. J. Lindemann & Hoverson Co., Milwaukee, 15, Wis.

Models: No. 9201, 9200, 7501, 7500. Selling Features: No. 9201 Lectro-Host deluxe model has 9.15 cu. it. Host deluxe model has 9.15 cu. ft. capacity; regular equipment includes a 10 qt. capacity meat drawer; frozen food and ice capacity of 30.2 lbs.; 2 porcelain crisper drawers which hold 10 qts. vegetables, ribbed glass tops maintain high humidity; 4 Free-exec trays with Polyethylene grids; a non-refrigerated vegetable bin holds 1.39

No. 9200 has 9.25 cu. ft. capacity with glass meat tray, one 10 qt. crisper; 2 Free-exec trays and 2 regular tray; holds 21.2 lbs. (rozen food. No. 7501 has 7.48 cu. tt. capacity;

No. 7501 has 7.48 cu. it. capacity; has large glass meat tray, crisper, 2 Free-ezee trays; 3½ shelves. No. 7500 has 7.48 cu. it. capacity; has 3 full width shelves; large glass meat tray; 2 Free-ezee trays. All models have acid resisting por-celain examel interior; DuPont Dulux exterior; Fiberglass insulation; Te-

Prices: From \$199.95 to \$289.95. Electrical Merchandising, Feb. 1950

cumsels Chieftain compressor; Freon

12 refrigerant.



DUCHESS Washers Appliance Mfg. Co., Alliance, Ohio

Models: 4 new models-Nos. 50, 60, 80 and 90.

Soling Features: Lowest priced model No. 50 has 7 lbs. capacity; other models have 10 lbs. capacity; No. 90 has a heat retaining jacket on tub.

Prices: \$89.95; \$99.95; \$109.95 and \$129.95.

Electrical Merchandising, Feb. 1950



MURRAY Ranges Home Appliance Div., The Murray Corp. of America, Scranton, Penna.

Models: 3-40 in, models; a 36 in, model

Models: 3-40 in, models; a 36 in, model and a 20 in, range.

Selling Features: 40-in, models have 1½ in, top with 9 in, separate backguard with chrome moulding; four 7-heat surface unit switches in backguard; 6 qt. deepwell cooker with a Murray design cover; conccaled drip tray; oven 17x20x18 in; 2 standard and 1 giant storage drawer; 2200 watt baking unit; 3000 watt broil unit; T&K Monotube units 2-1250 watts, 1-2100 watts; automatic Robertshaw preheat oven thermostat; smokeless broiler pan and grid; automatic oven timer clock; surface unit indicator light; Lux interval timer. Top 40 in, model has in addition a timed appliance receptacle and well cooker unit, 1250 watts; a timed lift-up unit for deep well cooker; built-in fluorescent lamp; chrome plated backguard escutcheon plate with deluxe treatment of pilot lights and controls; oven light with manual switch; glass in oven door and approximate approxim and a 20 in. range.

cutcheon plate with deluxe treatment of pilot lights and controls; oven light with manual switch; glass in oven door; and a warming compartment.

Next to top 40 in model has lift up unit for deepwell cooker; Mazda lamps integral on backguard; oven light with automatic switch; 15 in. backguard with escutcheon plate and deluxe pilot light and controls.

36-in. range has 14 in. top with waterfall front, 54 in. separate backguard; 3-T & K Monotube top units; 7-heat top unit switches; Robertshaw oven thermostat with single Mazda pilot light; double seal oven door; stanilard broiler pan; large storage compartment; 6 qt. deepwell cooker; service drawer; Murray design 84 in. bezel for thermostat and pilot light.

20 in. range has 14 in. top with waterfall front; 44 in. separate backguard; oven 16x16x16x18 in.; Robertshaw thermostat single Mazda pilot light; white knobs; chrome handles; recessed toe panel; unit welded frame; appliance receptacle; service drawer. Ellectrical Merchandising, Feb. 1950

Electrical Merchandising, Feb. 1950

You have what they want

on these great new 19-inch Stromberg-Carlsons!

Yes, your customers want bigger pictures.

Here is the biggest direct-view of all -203 square inches on a 19-inch tube!

So big you can actually see the stars in close-up big

And on top of that, you have these other great Stromberg-Carlson value features to talk about-

- TOP TUNING no bending or crouching to tune station or picture. Tuning controls cleverly concealed at top front.
- BUILT-IN "TELATENNA" eliminates need for outdoor or indoor antennas in good signal areas.
- BRIGHT, CLEAR PICTURE-can be viewed close up or from across the room.
- TRUE-TO-LIFE TONE—with balanced acoustical system, tone control, and 12-inch speaker.

In big-as-life pictures, in solid value all along the new 1950 line, Stromberg-Carlson has what your customers want-it has what you want-to make this your BIGGEST year in television!



The NEW YORKER

ogany venuers. (TC-19-LM2) . .

In bland avadiré veneers. (TC-19-LA2) .

*Plus entire tax. Slightly higher in South and West.

® There is Nothing Finer than a



NO OTHER WINDOW FAN CAN MATCH IT IN VALUE AND FEATURES!

Use It Anywhere! An Exhaust Fan An Intake Fan -- An Air Circulator!

Wind Tunnel Action! More efficient cooling faster, with less currently

Grills On Both Sides! Double safety! Multiple venturi design increases and controls air velocity!

Super Silent! Most quiet and vibration-free direct drive fan made!

Quality Throughout! All steel construction resilient-mounted motor and fan-Torrington blades-beautiful Mamerloid finish-many other salesmaking features!

No Installation! The Turn-About is installed in a moment with a П turn of the exclusive Atles-Aire Extender Handle.

AIR CIRCULATOR Frame can be left in window and fan replaced instantly No screws, hooks, nails or

3 MODELS

3

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10' For windows 27' to 37' 12' For windows 26' to 37' 16' For windows 25' to 36'

There's No Other Fan Like The Turn-About in Performance - In Sales And Profit Possibilities!

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ATLAS TOOL & MFG. CO. 5147 NATURAL BRIDGE BLY

ELECTRICAL APPLIANCE NEWS

ew troducts



WESTCLOX Well Clock Westclox Div., General Time Corp., La Salle, III.

Model; "The Orb" wall clock. Selling Features: Sturdy metal case; red sweep hand; convenient set knob; legible dial with bright finish bezel; choice of ivory, white, red or yellow. Price: \$3.95.

Electrical Merchandising, Feb. 1950



VORNADO Window Fans The O. A. Sutton Corp., Wichita, Kansas Models: 60W1 shown, 40W1, 30W1 and 16W1.

Selling Features: "Feather-touch" swivelling fan head permits reversi-bility for intake and exhaust use; easy to install; no special wiring re-quired; adjustable to fit most window quired; adjustable to fit most window sizes; no interference with drapes or curtains; safety guards; multiple speeds; usable with window open or closed; No. 60WI capacity S860 cfm for large homes, offices, etc.; No. 40WI, 3800 cfm capacity; No. 30WI 2800 cfm for apartments, homes, of-fices; No. 16WI, 1470 cfm for kitchen, bedroom

Electrical Merchandising, Feb. 1950



KELVINATOR Refrigerators Kelvinator Div., Nash-Kelvinator Corp., Detroit, 32, Mich.

Models: 10 new 1950 Kelvinator re-frigerators—4 "Masterpiece" models: TM, MM, FM and VM; three 8-cu. ft. models: RL, RK, and RE; a 7 cu.

ft. RB, and 2 6 cu. ft. models RC and AC.

AC. Selling Features: "Masterpiece" models, refrigerated from top-to-bottom, providing up to 12 cu. ft. storage space in floor space of prewar "sixes" made possible by a new compressor with off-center dome-top which can be mounted well to rear of machinery compartment at bottom of cabinet plus a stack-type condenser which fastens to back of refrigerator. "Mono-Mount Unit Suspension" arrangement reduces vibration, makes for quieter operation and provides more space at front of cabinet base for additional refrigeration area.

front of cabinet base for additional refrigeration area.
"Masterpiece" top model, TM, is a 2-door combination refrigerator-freezer with 12 cu. ft. capacity; a separate full-width, 80 lb. capacity frozen food freezer chest for freezing and long-time storage of irozen foods at approximately zero; lower compartment is fitted with glass shelves which provide a super-moist cold section (Cold-Mist Freshner) with separate clear polystyrene doors. A second set of cols along back of lower compartment liner assures proper food-keeping temperatures down to base.

MM also bas super moist-cold com-

MM also has super moist-cold com-partment; full-width, 50 lb. freezer chest; 11 cu. ft. capacity; extra space for additional short term meat storage under frozen food chest.

FM, 11 cu. ft. model has 50 lb. fullwidth freezer and humidity control



VM, 12 cu. ft. model with side-mounted frozen food chest has 42.5 lb. capacity; a white polystyrene sliding

Mal Masterpiece models have full width 40 qt. sliding crisper at bottom and an 8 qt. plastic covered "Handitray."

RL, a new full-size 8 cu. ft. model in the \$250 to \$300 price bracket, has a 50 lb. cross-the-top freezer; insulated polystyrene door hinged at bottom for use as rearranging shelf when open;

use as rearranging shelf when open; extra meat storage space, below freezer; two 12-qt. polystyrene sliding crispers with glass covers.

RK and RE 8 cu, ft. models in the \$225 to \$250 market. RK has 40 lb. cross-the-top freezer; 2 white polystyrene self-closing doors; 12 qt. sliding polystyrene crisper with glass cover.

cover.

RE, 8.6 cu. ft. capacity has 35 lb. frozen food chest; polystyrene meat tray; 12 qt. sliding crisper.

Prices: Masterpiece models: TM, \$449.95; MM, \$389.95; FM, \$339.95 and VM, \$299.95. Other models from \$189.95 for 6 cu. ft. AC to \$279.95 for RL 8 cu. ft. model.

Electrical Merchandising, Feb. 1950



WESTINGHOUSE Frost-Free Refrigerato

Westinghouse Electric Corp., Mansfeld, O.

Device: No. ADA-96 refrigerator-freezer with fully automatic rapid Frost-Free defrost system. Selling Features: Frost-Free system removes frost from walls before it can build up, then automatically dis-poses of defrost water by quick evap-oration—full use of refrigerator never curtailed during defrost periods—de-frosting process is accomplished by warming Freon with an element, cirwarming Freen with an element, Graulating it through system to melt of light coat of frost, and automatically switches off when temperature ratio between freezer wall and warmed Freen indicates that frost has been

Other features include 9.6 cu. ft. ca-Other features include 9.6 cu. ft. capacity; a cross-the-top freezer chest with 41 lbs. capacity; ice cube equipment includes one 28-cube and 2-14 cube aluminum trays, all have lever type cube release; sliding-drawer type 16 lb. Meat Keeper; a Butter Keeper at top of model holds a half-lb butter at spreading consistency; 2 humi-drawers with \$ bu. capacity; ample room for beverage bottles; flexible shelving. shelving. Price: \$399.95.

Electrical Merchandising, Feb. 1950



INTERNATIONAL For Fan Div. International Oil Burner Co., St. Louis, Mo.

Model: International 20-in. cabinet Model: International 20-in cabinet model, window ventilating fan.

Selling Features: Spring-suspended, direct-drive, 2-speed, è h.p. motor with a clover leaf fan blades delivers 2500 cfm on low and 3500 cfm on high; expandable side wings easily adjusted to fit any window from 25 to 37 in. without alterations or adjustments; enclosed in baked enamel cabinet.

Flectrical Merchandling Ech. 1950. Electrical Merchandising, Feb. 1950



TAYLORAIRE Glycol Vaporizer Taylor Industries Inc., 257 W. 39th St., New York, 18, N. Y.

Device: Tayloraire Glycol vaporizer provides round-the-clock air sanitation in nursery, sickroom, home or office. Selling Features: Helps prevent spread

of respiratory diseases; operates on a.c. or d.c.; available in brown, ivory, pink or blue finish; requires refilling only once every 3 weeks. \$1.29 a pint unscented.

Price: \$11.69.

Electrical Merchandising, Feb. 1950



BLACKSTONE Gas Dryer Blockstone Corp., Jamestown, N. Y.

Model: No. 290 gas dryer.

Selling Features: Fully automatic; for Setting Fedurers: Pully automatic; to use on natural, manufactured, mixed or bottled gas; identical to Blackstone electric model No. 190; temperature and power cutoff automatically controlled; 20 lbs. wet wash capacity; à h.p. motor; 110 volts a.c.; aluminum drum; 48 rpm.

Electrical Merchandising, Feb. 1950



MURRAY Cobinets & Sinks The Murray Corp. of America, Home Appliance Div., Scranton, Penna.

Models: 66 in., 54 in., 42 in. sinks plus a full line of base and wall cabinets. Selling Features: 66 in. double-sump, double-drainboard sink has 2-level bot-tle or utility rack; 5 full-size drawers on brass slides; vegetable bin; bread-board and cutlery tray; 54 in single-sump, has double-drainboard; 42 in single-sump available with right or left hand drainboard.

hand dramboard.

Base cabinets are available in 30, 24, 21 and 18 in. sizes, all with Vinyl tops and extra large storage drawers; a utility cabinet 24 x 84 in. high, and a corner base cabinet complete the line of base cabinets.

Wall cabinets include a 36, 24, 21 and 18 in., and a special 18 in. high center cabinet for above the stove position. Electrical Merchandising, Feb. 1950



HARLEY Clock-Defroster Harley's Clock Shops, Altman Bldg., Kenses City, 6, Mo.

Device: Doray combination kitchen clock and refrigerator defroster. Selling Features: Automatically de-frosts refrigerator every night at time set also serves as kitchen clock. Price: \$9.95.

Electrical Merchandising, Feb. 1950



Big Value! A Moderate-Price Fan With Big-Price Features!

Cools Faster! Smooth, extra-quiet direct drive construction feeds more power to fan and cuts down power loss and current cost improved fan blade design moves more air faster!

All-Steel Construction! Reinforced steel frame. Expanded steel safety grill can be removed in a moment for seasonal lubrication or service! Rugged heavy-duty motor is resilient-mounted for silent operation!

Beautiful Finish! Tough, mar-resistant opalescent Hamerloid! Easily cleaned in a few minutes with a damp cloth. Stays new looking indefinitely!

Guaranteed Performancel Precision-built for years of dependable performancel One-year warranty on every fan.



EX-16 —16" for windows 27" to 37" 1010 — 30" for windows 281/3" to 421/3"

Exclusive on the

ATLAS - AIRE! Fon Con Be Installed In Any Win-

dow in A Momenti Patented Atlas Extender Handle Eliminates Screws, Hooks, All Other Gadgets!



ndle and the fan is ready ndaw may be opened or out moving the fan.

An Outstanding Sales-Builder That Invites Comparison With Any Other Window Exhaust Fan Madel

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ATLAS TOOL & MFG. CO. 5147 NATURAL BRIDGE BLVD



Your customers know that Hoover Electric Motors perform like champions and last for years.

The reason is that Hoover Motors are built like motors costing far, far more.

For example, laminated stator cores are electrical silicon steel. Coils are dipped in high-grade varnish and baked under infrared lamps. Such processing is typical of Hoover workmanship.

National advertising tells your customers about this workmanship-reminding them that Hoover Motors are built with the same care and skill that have made the Hoover Cleaner famous for forty years.

You'll be asked for Hoover Motors. If you don't already stock them, write to us today!



- Capacitor-start, split-phase and polyphase types
- Ratings from 1/4 to 11/2 H.P., some with double-end shafts
- Single or dual voltage, 1725 or 3450 R.P.M.
- Ball or sleeve bearings
- Rigid or resilient mounts that meet NEMA specifications
- Service and parts available from authorized agencies and dealers

All the more reason for you to sell Hoovers!

Product of Kingston-Conley Division THE HOOVER COMPANY North Canton, Ohio



ELECTRICAL APPLIANCE NEWS

ew Troduct



HARDERFreez Freezers Tyler Fixture Corp., Niles, Mich.

Models: 1950 HARDERFreez farm and home freezers

Selling Features: Chest model has been Scling Features: Chest model has been completely redesigned with handy freez-basket; convenient storage compartment for packaging materials; hermetically sealed compressor with 5-year warranty; temperature control knob and warning light; pressure lock catch; self-balancing safety lid, finger-tip opening and closing; adjustable wire dividers; center plate coil minimizes condensation; recessed base for toe room perforated for ventilation, 3 upright models in new line range

3 upright models in new line range from 12 cu. ft. to 30 cu. ft. capacity. Electrical Merchandising, Feb. 1950



FASCO Kitchen Ventilator Fasco Industries Inc., Rochester, 2, N. Y.

Device: Fasco 10 in. "Ceil-N-Wall" kitchen ventilator No. 1020.

Selling Features: Ceiling-mounted or inside wall-mounted ventilator; can be installed with single or 3-speed operation; uses less current than a 50-watt bulb; completely changes of the tion; uses less current than a 50-watt bulb; completely changes air of aver-age kitchen in 3 minutes; equipped with a 4-pole Fasco motor driving the new Fasco Turbo-Radial propeller; delivers 550 cfm; balanced louvre in blade housing protects against drafts or cold; polished aluminum die cast grill; aluminum outside wall hood, fitted with watertight louvre door. Electrical Merchandising, Feb. 1950.



LAUNDRA-VAC Washer Attachment Snow White Washer Co., Oakland, Calif.

Device: Laundra-Vac vacuum cleaner attachment that fits into a standard laundry tub to wash and rinse clothes, Selling Features: Circulates water similar to a boiling water action with-

out the accompanying high tempera-tures, through aeration, the manufacturer claims; warm air from vacuum passes through a flexible hose-like pipe into perforated flat plates; plates are placed in bottom of ordinary wash-tub and air is forced through water through a vibro-valve which causes plates to vibrate several hundred times a second, producing an effervescent effect; can also be used with wringer type washers, the manufacturer claims. Price: \$15.

Electrical Merchandising, Feb. 1950



WESTINGHOUSE Water Cooler Westinghouse Electric Corp., East Springfield, Mass.

Models: Two new 3-temp. compartment-type water coolers—a bottle and pressure bubbler model.

Selling Features: Both models provide Selling Features: Both models provide 50 deg. drinking water for 25 to 30 persons; a 35-38 deg. refrigerated storage space for food, beverages or pharmaceuticals; a freezing unit which produces 3½ lbs. ice cubes at a freezing; 40 half-pint bottles of milk or 29 beverage bottles can be kept in stainless steel storage compartment at a time; "Magi-Trol" control helps keep the 3 desired temperatures in water cool. 3 desired temperatures in water cool-ing chamber, freezer and refrigerated space independently of each other; fullhinged door and lock-type snap catch; hermetically sealed system.

Electrical Merchandising, Feb. 1950



LYON Cabinet Unit Lyon Metal Products, Inc., Aurora, III.

Device: Lyon corner wall cabinet and "Twirl-O-Matic" corner units.

Selling Features: Corner wall cabinet designed to utilize space normally wasted in corners where a right angle turn is required—cabinet makes a 90 dear turn in the selling turn is required—cabinet makes a property of the selling turn in the selli furn is required—cabinet makes a 90 deg. turn with a single door for right- or left-hand installation equipped with Lyon Tap-O-Matic handles and 2 shelves; 13 in. deep, 27 in. long and 30 in. high; white baked-on enamel. "Twirl-O-Matic" corner base unit

"Twirl-O-Matic" corner base unit designed as a practical storage unit where a right angle turn is required; revolving storage cabinet brings every-thing into sight within easy reach; 36 in. wide, 36 in. deep; 34½ in. high; white baked-on enamel finish.

FEBRUARY, 1950-ELECTRICAL MERCHANDISING

"NOTHING IS TOO GOOD FOR MY FAMILY-



WE BUY THE BEST-Sheldo

YOUR CUSTOMERS WANT THE BEST tube possible in the television sets in their homes. They want their families to enjoy pictures as only Sheldon "Telegenic" Tubes can show them-where Black is Black, White is White . . . and between, all the natural intermediate shadings. They want their families to have "round-the-clock" viewing in daylight, artificial light or darkness without glare, without eyestrain.



Give them Sheldon "Telegenic" Picture Tubes!

WRITE for Descriptive Literature on these NEW All-Glass Tubes: 10°, 12½° and 16° Velour Black • • • 16° 52° Deflection Angle, interchangeable with glass-metal 16AP4 • • • 16° Rectangular • Short 16° 70° Deflection Angle 17½° overall • • • 19° 70° Deflection Angle.

SHELDON ELECTRIC CO. Division of Allied Electric Products Inc. 68-98 Coit Street, Irvington 11, N. J.

Branch Offices & Warehouses: CHICAGO 7, ILL., 426 S. Clinton St. LOS ANGELES 6, CAL., 2559 W. Pice Bivd.

SHELDON TELEVISION PICTURE TUBES - CATHODE RAY TUBES - FLUORESCENT STARTERS AND LAMPHOLDERS - SHELDON REFLECTOR & INFRA-RED LAMPS
PHOTOFICOD & PHOTOSPOT LAMPS - SPRING-ACTION PLUGS - TAPMASTER EXTENSION CORD SETS & CUBE TAPS - RECTIFIER BULBS

VISIT THE SHELDON BOOTH NO. 326 AT THE I.R.E. SHOW, MARCH 6-9, GRAND CENTRAL PALACE, N. Y. C. ◀



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THE ABC HOME LAUNDRY FRANCHISE OFFERS ...

- The most complete variety of washer types—under one brand name.
- One-source buying for all types of washers—with quantity discounts.
- Established reputation for building the finest washer mechanism in the industry.
- No forced selling, no dumping . . . honest price maintenance.
- Promotion and advertising of every type of washer—under one brand name.
- Service and supply parts for one line of washers ... many parts interchangeable.
- Lower selling and advertising costs to the dealer . . . more promotions for the same money.
- National reputation for low cost service maintenance.
- Advantages of training sales organization to talk and sell one line—no conflicting claims.
- More profit-building opportunities for the future under a single brand name.

You can't afford to miss <u>one</u> washer or ironer sale! Only ABC gives you a <u>complete</u> line of washer types. Take advantage of the economies of <u>single-source</u> buying, <u>one-brand</u> <u>servicing</u>, <u>one-brand</u> <u>advertising</u>, combined with <u>complete</u> variety of products, <u>under one name</u>.

ALTORFER BROS. COMPANY

PEORIA, ILLINOIS

America's Leading Washers and Groners

ELECTRICAL MERCHANDISING-FEBRUARY, 1950

the complete ABC line

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Peoria 8, Illinois

Please send me full information on the ABC line of washers and ironers.

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are as follows:

KOOLMASTER

MODEL 18 P-3 (Portable-3 Speed) (18" Blade-Direct Driven) C.F.M. 1900 R.P.M. 1600/600/500 HP. 1/15 Wt. IZ lbs.

KOOLMASTER

MODEL 20 P-1 (Pertable—Single Speed)
20" Blade—Direct Driven) C.F.M. 3300 (20" Blade—Direct Driven)
R.P.M. 1600 H.P. 1/15 Wt. 30 lbs.

MODEL 20 W-3 (Window-3 Speed) Adjustable to Windows 76" to 36" M. 1600/600/500 C.F.M. 3300 R.P.M. 1600/600/500

KOOLMASTER

MODEL 24 W-1 (Window-Single Speed)
Adjustable to Windows 28 1/4 to 37")
(24" Blade—Belt Driven)
C.F.M. 4700 R.P.M. 640 H.P. 1/4 Wt. 65 lbs.

MODIL 24 W-2 (Window-2 Speed) Adjustable to Windows 28 1/4" to 37" R.P.M. 640/400 Wt. 65 lbs.

all NITECOOL* and KOOLMASTER* fans are made with nationally known parts, GE Motors, Tor-rington Blades, Standard Bronze Bearings and V-Belt Drives.

No bolts or nuts, assembly completely welded. Rated and tested in accordance with ASHVE and NAFM standard test code.

NITECOOL ATTIC AND COMMERCIAL BELT-DRIVEN FANS

These fans are built for service, with a minimum of operating and maintenance cost. Sizes 30" to 48". Capacity 5,000 to 20,000 CFM. Designed for attics, farm, commercial and industrial applications.



NITECOOL VERTICAL FANS

Designed for homes or commercial buildings of low pitched roof construction. Easy and economical to install. Sizes 30", 36", 42". A package unit. ... ready for installation.



Write today for complete information on protected franchises. Dept. EM



ELECTRICAL APPLIANCE NEWS

lew Troducts



VORNADO Table Top Air Circulator The O. A. Sutton Corp., Wichita, Kanses

Model: No. 26F1 Table Top "Turnabout" air circulator

about air circulator.

Selling Features: Consists of a decorator styled table with built-in Vornadoair circulator on "feather touch" swivel
mounting; permits use as high capacity
conventional fan or a table top circulator with diffused airstream; 3
speeds; capacity, 2800 cfm; weighs
only 22 lbs.

Electrical Merchandising, Feb. 1950



ROBERTON Lown Mower Roberton Div., King Pneumatic Tool Co., 2717 N. Ashland Ave., Chicago 14, III.

Model: KE-94 electric lawn mower. Selling Features: Weighs 72 lbs; quiet even power; full 19-in. reel; cuts at rate of 420 sq. ft. per min.; floating handle; no clutch or switch; complete with cord reel and instructions.

Price: \$79.50 Electrical Merchandising, Feb. 1950



BLACKSTONE Washers

Blackstone Corp., Jamestown, N. Y. Models: No. 136, 130A and 330

wringer washers. wringer washer has "extra" features found in higher priced models such as precision-built mechanism, fully-enclosed wringer head, wringer post cover, cord books; Lovell target re-lease type wringer; plastic high vane agitator; 8 lbs. capacity. No. 130A has been reduced in price and has added polished chrome hand rests; chrome trim between tub and

hase ring; Blackstone Hydractor washing action; 10 lbs. capacity. No. 330 has advanced styling; new wringer produced by Blackstone of die-cast 1-piece aluminum which forms end frames and drainboards white Supernamel finish; special safety release instantly separates rolls without divisor analyses. without flying apart; convenient reset lever; adjustable pressures for various fabrics by Selectrol pressure indicator; tabrics by Selectrol pressure indicator, indil-length legs; torpedo-styled outer shell provides a heat retainer for inner steel tub; new-type timer control for specific pre-selected washing periods also serves as on-off switch; built-in drain system consisting of chrome water spout which adjusts to any height and swing position to per-mit easy access to set tubs; Hydractor washing action; 10 lbs. capacity; chrome hooded casters.

Prices: No. 136, \$89.95; No. 130A, \$119.95 and \$129.95 with pump; No. 330, \$149.95 and \$150.95 with Hydro-

Electrical Merchandising, Feb. 1950



Portable SPRAYIT Electric Sprayit Co., Sheboygan, Wis.

Model: Portable Sprayit "Series 270". Selling Features: Can be used for Selling Features: Can be used for applying paint, varnish, enamel or a lacquer or for applying insecticides; total weight with motor 39 lbs.; diaphragm compressor delivers oil free air in ample capacity; balanced crankshait assembly insures vibrationless operation; equipped with 15-ft. hose and aluminum container which holds I qt. and has an internal mix spray gun with interchangeable mozzles in round, fan and angle patterns; no pistons, or rings; self-lubricating unit has sealed bearings; 1 h.p. motor.

Electrical Merchandising, Ian, 1950 Electrical Merchandising, Jan. 1950



VORNADO Pedestal and Desk Fans The O. A. Sutton Corp., Wichita, Kansas

Models: 38P1 (shown); 60 P1 pedes-tal; 31C1, 28C1, 24C1, 20C1 and 16C1 desk types.

Selling Features: Pedestal models are adjustable in height; 3 speeds; quiet operation No. 38P1 has 3800 cfm ca-pacity, No. 60PI, 5860 cfm.

pacity, No. 60P1, 5860 cfm.
Desk models have multiple speeds; feather-touch swivelling fan head; wall mounting provided; dual air in-jector cones; deep-pitched propeller to produce complete recirculation of air for maximum cooling. for maximum cooling.

Electrical Merchandising, Feb. 1950

Triple-Action Wa

to sell MORE electric ranges!

Are you using the triple-action way to build more Electric Range sales for yourself? It works for successful dealers in every part of the country, and it can work for you. Here's what you do:



Like other successful dealers and salesmen, use an Electric Range in your own home. That's the best way to get your-self enthusiastic, to be convincing when you're telling prospects how easy this range is to use; about its coolness and economy; how its automatic con-trols save time, and what delicious meals it cooks. First—install an Electric



ON YOUR FLOOR

Have an Electric Range plugged in right on the sales floor. Then you can really give the prospect a demonstration. Flip the switches and the elements heat up right in front iff her. She can see how fast this happens. She can touch the oven and feel how cool it is outside when it's hot inside. It's always easier to sell a "live" range than a "dead" one. Demonstrations build floor traffic, too!

Wire Your Store for Modern Merchandising

Remember-when your store has n three wire service to demonstrate on Electric Ranges, it is also wired for other appliances, too-such as Electric Water Heaters and Electric Clothes Dryers. This, of course, spreads the wiring cost; helps boost sales in general, because any appliance sells better "live" than "dead."



Don't let the sale drop when delivery is made. Make follow-up calls on purchasers. When a customer buys an Electric Range, chances are she's not too familiar with its operation. Have the salesman or home econ-

omist visit the customer once or twice after delivery, and demonstrate the range in the customer's own home. She needs only a little help and she'll learn where every control is, and how to use it. Then she'll be the kind of a satisfied customer who is a good salesman for you, can bring you a lot of other customers

CASH IN ON THE TREND ...

Another million American families switched to Electric Cooking last year!

ELECTRIC RANGE SECTION 155 East 44th Street, New York 17, N. Y.

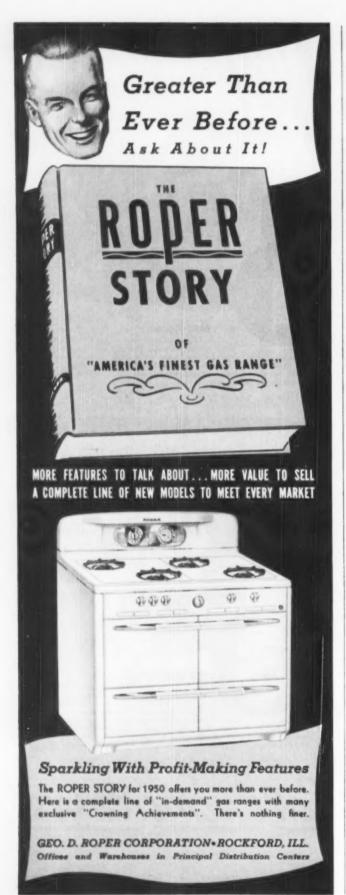
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ELECTRICAL MERCHANDISING-FEBRUARY, 1950



ELECTRICAL APPLIANCE NEWS

ew Troducts



YOUNGSTOWN KITCHENS Cabinets Mullins Mfg. Corp., Warren, O.

Device: 4 new steel cabinets featured in 1950 line—2 open shelf base units, a rotary base corner cabinet and an 18 in. base cabinet with a 50 lb. flour

Selling Features: One open shelf base unit has quarter-round shelves, the other has half-round shelves; quarter-round cabinet fits against end of row of base cabinets in manner of a whatnot shelf; half-round cabinet can be used at end of breakfast bar or against side of a base cabinet; both models have 3 shelves; and are 36 in. high.



Rotary base corner cabinet with 3 revolving shelves each 22 in, in diam, designed to use space usually wasted in corner; top is 31 in, wide along walls; door, set diagonally to corner is 10½ in, wide, providing easy access to shelves which rotate on ball bearings.

18 in, base cabinet has 50 lb, capacity metal flour bin built into storage compartment; door pulls down bringing

metal flour bin built into storage compartment; door pulls down bringing flour bin into position.

Base cabinet countertops have new vinyl plastic material called Cusheen available in black, marbelle black, green and marbelle green, blue and marbelle blue, Chinese red and marbelle red; marbelle yellow and stone. Withstands hard use, acids, alkalies, oil heats; requires no waxing but has high lustre when waxing is desired.



ODOR-BAN Deodorizer

Mid. by Costello-Mausure, Inc., 555 Book Bidg., Detroit, 26, Mich., Cauhorn Dis-tributing Co., 9999 Broadstreet, Detroit, 4, Mich., sole distributor.

Device: Odor-Ban room deodorizer. Selling Features: Will medicate air in bedrooms, sickrooms and give pro-

tection from moths in closets by in-serting Deodorant O-B cakes; three types of cakes available for use in deodorizer: Deodorant O-B cake; Medicated O-B cake and Moth O-B cake; plugs into a.c.-d.c. outlet with-out using a cord; built-in heating element activates ingredients in cakes and circulates it into room; kills odors and leaves fresh delicate fragrance; Bakelite construction; weighs 1½ oz.; unit contains a vial of 6 Deodorant O-B cakes; refill vials holding 6 cakes available.

Price: \$1.69 Refills, 45¢ per vial for Deodorant and Medicated; 30¢ per vial for Moth cakes.

Electrical Merchandising, Feb. 1950



ELECTRO-MATIC Sprayer The Grame Mfg. Co., 600 W. Van Buren St., Chicago, III.

Device: Improved Electro - Matic sprayer.

sprayer.

Selling Features: Powered by an electro-magnetic vibrator type motor; 110-125 volts, a.c., weighs only 2½ lbs.; designed for spraying enamels, lacquers, varnishes, shellac, stains, light olls, insecticides, moth-proofing and disinfectants; complete with 8 ft. cord and a "Magic Nozzle" adapter for spraying ceilings, under shelves and other hard-to-reach areas.

Price. \$10.95

Price: \$10.95. Electrical Merchandising, Feb. 1950



SNAPIT Melody Chime Cable Electric Products Inc., 234 Daboll St., Providence, 7, R. I.

Device: Melody Bell door chime and a Feather-Tone buzzer combination. a Feather-1 one buzzer combination.

Selling Features: Melody Bell embodies a tonal bar instead of clapper and bell; housed in an ivory plastic case, 4 in, x 2½ in.; can be mounted directly to a "handy box" for concealed wiring or easily attached to a wall without need of special tools.

Combination of Bell and Buzzer as well as a Feather-Tone Buzzer only, each housed in an ivory plastic case are

each housed in an ivory plastic case, are

Electrical Merchandising, Feb. 1950

TOPS for 1950

BLACHSTONE

NEW!

ALL-NEW WRINGER

Adjustable for all Release Bar opens wringer to position shown.

End Frames and Lever resets wring-prain Boards in error one motion,

Different in design and construction, this new Blackstone development is die-cast aluminum with all steel parts cadmium-plated to prevent rust. Instant pressure release without "explosion" of parts. Automatic, reversing water flume. Positive pressure spring alignment and lever-actuated linkage simplify resetting.

NEW!



AUTOMATIC WASH TIMER

Automatically starts machine and shuts power off after clothes have been washed for period of time you select.

NEW!

NEM!

"HYDROSPOUT"



All pump models are equipped with built-in chrome-metal "Hydrospout" instead of drain hose. Adjusts to any height or swing position.

NEW!

CLEANING EFFICIENCY

Proven, Triple-Cleansing Hydractor Action tailored to 330's new tub design results in even greater washability.



NEW

CHROME-HOODE

CASTERS ... shed water, protect casters from rust, add to eye appeal.

NEW!

BLACKSTONE Combination LAUNDRY



Nothing like it! Three matching, integrated units — Automatic Washer, Dryer and Ironer. Can be combined in any sequence or used as separate appliances—portable or permanently installed. All three only 72" wide. Dryer in either electric or gas models.

PLUS A NEW PROFIT OPPORTUNITY

New in styling, performance, convenience—Model 330 exemplifies Blackstone's design and engineering leadership. Here is a truly deluxe washer, loaded with eye appeal and buy appeal. Big, 10 pound, double-walled tub is porcelain lined. All wringer controls, trim and caster hoods are brilliant chrome. Blackstone's completely new, easier-and-safer-to-use wringer definitely broadens the market for wringer washers. Precision-built, lifetime-lubricated mechanism, and gleaming white "Supernamel" finish over Bonderized metal, add to the quality features which make Model 330 "Tops for 1950". Blackstone Corporation, Jamestown, N. Y.

BLACKSTONE QUALITY BEGINS AT \$89.95



REMEMBER, THERE'S MORE PROFIT IN THE

BLACKSTONE

LINE

Go Buy the Name ... I HAD THATH

our new slogan . . . "Go Buy The Name!" It's a new slogan for new products and the famous, original home freezers by "Deepfreeze." Now, refrigerators, electric ranges and water heaters join home freezers in the Deepfreeze line. "Go Buy The Name" is a standard of confidence for consumers, a profit promise for dealers, a challenge to competition.

You'll see this slogan countless times in advertising that sells the consumer! Look for it in national mag-



azines in the great year-long campaign Deepfreeze has for 1950—biggest in Deepfreeze history!

And look for the name *Deepfreeze* on refrigerators of *tomorrow's design*. Look for it on electric ranges, electric water heaters and home freezers *you* can sell *today* for *profit*.



The Name That Built an Industry!

The name Deepfreeze is the big "sales-power" in the home freezer field. It appeared on the world's first home freezer in 1938, opening a new world for consumers, a new market for appliance dealers. Now, we are making this name a leading factor in the refrigerator, range and water heater business...a name that stands for the complete line of appliances for preparing and preserving food!

WE HELP OUR DEALERS!

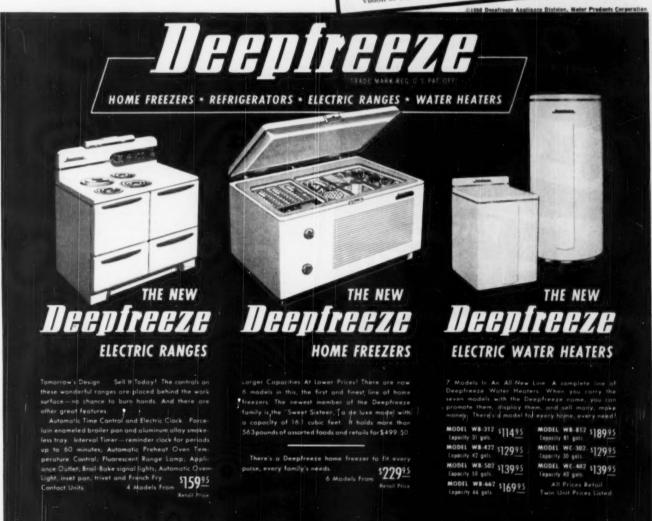
Deepfreeze offers the best sales promotion program and sales training in the industry. The Deepfreeze national advertising program includes magazines covering every possible market. And . . . there's liberal local cooperative advertising that makes sales! Look for Deepfreeze advertising in leading national magazines.

ADVERTISING THAT WORKS and WINS!

Watch for Deepfreeze national advertising in these magazines * Saturday Evening Post * Better Homes & Gardens * American Home * House Beautiful * McCall's * American Magazine * Holland's * Sunset * Path-finder * Country Gentleman * Successful Farming * Farm Journal * Progressive Farmer * Capper's Farmer.



Your Deepfreeze distributor will gladly explain the details of the Deepfreeze franchise and the complete Deepfreeze franchise and the complete Deepfreeze the many practical selling aids available to Deepfreeze the many practical selling aids available to Deepfreeze the many practical sell these four great products by the dealers. You can sell these four great products by the carload for a handsome profit! Don't delay—see your discributor—or write direct for details about America's Numtributor—or write direct for details about America's Numtributor—or write direct for details about America's Numtributor—or write direct for details. Deepfreeze Appliance Discribing of Motor Products Corporation. North Chicago, III.





AT THESE LOW PRICES, practically everyone can afford a new Samson Table Stove. That means volume sales for you . . . plus top profit, since they carry a full discount. And don't forget—these thrift-model Samson Table Stoves have no equal for beauty, quality and value. Place your order now . . . and cash in on the one line that gives you all three-PRICE, PROFIT and PERFORMANCE!



ELECTRICAL APPLIANCE NEWS

lew troducts

FARM PRODUCTS



SUB-ZERO Milk Coolers Sub-Zero Freezer Co., Inc., Madison, 3,

Models: 2 new lines—DeLuxe and Standard Lines.

Standard Lines.
Selling Features: DeLuxe line consists of 4, 6, 8 and 12 can capacity coolers employing new principle of Cascading Water, in which cooled water is cascaded on milk cans at the milk line, insuring fast, uniform cooling; all models have front-opening doors; 8 and 12 can coolers have top opening doors. Standard line are spray-type coolers in the same capacities as DeLuxe.

All models have heavy aluminum exteriors in hammertone baked enamel finish; heavy galvanized inner liner:

extension in numberione based channel finish; heavy galvanized inner liner; large capacity pump requiring a small water supply; low lift through front-opening doors; thermostatically controlled compressor, and a timer. Electrical Merchandising, Feb. 1950



REO Mower with Snew Plow Attachment

Reo Motors, Inc., Lawn Mower Div., Lansing, Mich.

Device: Reo De Luxe Trimalawn power motor and a 30-in, reversible snow plow or a 24 in, fixed angle plow. Selling Features: Reversible blade pushes snow to right or left or straight pushes snow to right or left or straight ahead, clearing a 30 in, path; skids at lower corners carry blade over rough areas; Fixed-angle blade pushes snow to right clearing a 24 in, path, edge rides on skid; 1½ hp. 4-cycle engine. De-Luxe Trimalawn to which snow plow may be attached features a 25 in, wide, knee-action cutting unit; single "magic touch" control; 3-wheel tractor riding within width of cutting unit.

riding within width of cutting unit over mowed grass only; other attach-ments available include a riding trailer and two 17 in. wing units to double cutting capacity.

Electrical Merchandising, Feb. 1950



FARM-WISE De-Icer Calf-Teria Sales Inc., Fort Wayne, Ind.

Device: Farm-Wise stock tank De-

Sciling Features: Keeps drinking hole in ice during freezing weather—down to 50 degs. below zero; de-icer is a tloat 10 in in diameter in shell of heavy-gauge metal, permanently sealed with automatic thermostat control enclosed within chamber.

Electrical Merchandising, Feb. 1950



FARM-WISE Stock Waterer Calf-Teria Sales Inc., Fort Wayne, Ind.

Device: Heated stock waterer. Selling Features: Calrod-heated drink-ing bowl enclosed in a durable metal housing and fed from farm water sup-ply system by electrically heated water pipe; consumes only 1½ kw hrs. Electrical Merchandising, Feb. 1950



MYERS Water Systems The F. E. Myers & Bro. Co., Ashland, O.

Models: Myers "HN" Ejecto line of water systems and pumps.

Selling Features: Simple converti-bility from shallow well to deep well use; high efficiency of both centrifugal pump and ejector; easier servicing and installation; new pumps deliver more water at 30 lbs. pressure; ejector water at 30 lbs. pressure; ejector assemblies are all bronze and are avail-able for single pipe or 2-pipe installations-single pipe or packer type ejector is made for use in 2, 21, 3 and 4 in. wells; 2-pipe or twin type ejector for use in 4-in, or larger wells; four motor sizes: \$, \$, \$ and 1, for well lifts to 120 ft.

Electrical Merchandising, Feb. 1950



RED JACKET Cellar Drainer Red Jacket Mfg. Co., Davenport, Iowa

Device: No. 15010 "Torrent" auto-matic all-bronze cellar drainer. Selling Features: Self-cleaning, pumps more water higher; open-type non-clog impeller; copper float; all other parts bronze

Price: \$59.50.

Electrical Merchandising, Feb. 1950.



... AND NO KITCHEN LIKE SIMELICAN KITCHENS

YOU MAKE <u>MORE</u> ON KITCHENS!

ost-wanted appliance



Continuous Sales - Sell one unit and you'll eventually sell an entire kitchen.



you get spot cash on in-stollation, thanks to FHA ... Customers get 3 to 30

American Kitchens-Today's **Top-Profit Appliance Line!**

Once you've sold them you'll know-steel kitchens are the biggest sellers of any major appliance!

And American Kitchens are tops among all steel kitchens.

They're easier to sell—and offer you far greater profit opportunities... because American Kitchens feature more easyto-see extra conveniences.

Up to \$1000.00 Average Sales!

to \$50,000 and more a year on American Kitchens alone—and racking up sales that actually average as high as \$1000,00 each!

And these aren't just "big city" dealers, either. Lots of them are in small rural communities. So—no matter where you're located—you can be sure you'll score with American Kitchens.

No Collection Problems—You Get Spot Cash!

Don't forget-American Kitchens can be financed through FHA. Which makes them easier to sell than ever. Because customers don't have to put one red cent down, and get 3 to 30 years to pay. But YOU get your full price immediately on installation! What's more, there's no recourse!

It's a sweet deal - so don't miss out. SEE YOUR AMERICAN KITCHENS DISTRIBUTOR TODAY, OR WRITE DIRECT FOR DETAILS ON HOW YOU CAN GET A VALUABLE AMERICAN KITCH-



AMERICAN CENTRAL DIVISION (AVCO) CONNERSVILLE, INDIANA



YOU MAKE MOST ON AMERICAN KITCHENS!



Sell Faster - American ns have more easy-nonstrate features.



Add-A-Unit Plan builds steady customers. Sell them a sink and they'll come back for cabinets.



Multiple Sales — Records show every American Kitchen you install will sell 4 to 7 more for you!



due to An great reat new mag-in-A-Kit. Makes



Easiest to Install, because American Kitchens' exclu-sive installation manual covers every conceivable condition in detail. 100 pages—300 illustrations!



tising pre-sells American Kitchens. Color pages in top magazines local advertising and play material!

New! EASY-TO-SELL FANS for '50 The Line that SOLD OUT in '49 Now FOUR WAYS BETTER for '50

Model N-SS, 12" Lo-Level Fan, 3 Speeds

(Also available for '50 in 10" size single speed)

- fast-selling FASCO Le-Level Fan . new made in TWO sizes . . . 12"three speeds, and 10" -- single speed.
- several other new sure-fire sellers . they're the hottest news in the industry.
- . NEW SIZES the beautiful. . NEW FINISHES Always tops in eye appeal . . . FASCO Fons for '50 are color-styled, finished for new beauty that lasts for years.
- NEW MODELS _ You'll see NEW EFFICIENCY_FASCO Fant for '50 are again out front in averall performance . . . delivering more air, more quietly, with langer trauble-free life.



ta" Padestal, 3 Speeds,



Heavy Duty

Model N-121



Madel N.163 16" Deluze Heavy Duty 3 Saseds



Madel N-101 10" Deluxe Heavy Duty 1 Speed





ELECTRICAL APPLIANCE NEWS

LIGHTING PRODUCTS



DOR-LITE The Dor-Lite Co., 300 S. Christiane Ave., Chicago, 24, III.

Device: Automatic closet light.

Selling Features: Operates same as re-frigerator lighting unit; easily installed automatic switch for closets, pantries, cupboards, etc.; turns on light when door opens and extinguishes it when door is closed; consists of automatic switch connected to a control socket by 6 ft. cord; switch may be placed any-where along top of doorway.

Price: \$2.45 complete ready to install. Electrical Merchandising, Feb. 1950



GIBSON Strip-Lite Gibson Mfg. Co., 1915 Piedmont Ave., N. E. Atlanta, Ga.

Device: Gibson strip-light with sliding

Selling Features: Channel is complete Setting Features: Channel is complete unit without cover, whether mounted end to end or from either side, socket can be slid out of way so no parts dangle in work area; knockouts and recessed ballast holes provided for all mounting combinations; available in high and low power factor models taking 15, 20, 30 or 40 watt lamps; aluminum channel with white enamel reflector cover. flector cover.

Electrical Merchandising, Feb. 1950.



BRETFORD Stand Bretford Mfg. Inc., Franklin Park, III.

Device: Adjustable stand for infra-red and sunlamp bulbs.

Selling Features: Directs rays where needed for sewing, reading, working as well as for health; tripod legs adjust to any position; rod supporting upper assembly raises and lowers and is controlled by safety clutch; adjustable from 7 in from floor to max. height of 61 in.; arm extends to center of twin bed or to a comfortable position over full size bed; baked enamel and nickel finish; U. S. ap-proved for use with RS-40 type sun-lamp or RS-40 infra-red bulbs. Price: \$9.95 without bulb.

Electrical Merchandising, Feb. 1950



SOLAR Bulb Solar Electric Corp., Warren, Penna.

Device: Solar 3-lite "Eyease" bulb. Selling Features: Designed to give glare-free, restful lighting; 100-200-300 watts; Mogul base; special bowl shape eliminates use of glass bowl reflector Electrical Merchandising, Feb. 1950



NU-VIEW House Number Nu View House Number Inc., 3914 Carnegie Ave., Cleveland, 15, Ohio

Device: Nu View house number and porchlight fixture.

porchlight fixture.

Selling Features: Utilizes only two
15-watt incandescent lamps which
project numbers so they can be seen
hundreds of feet away, at same time
flooding porch or entranceway with
soft glowing light; Bakelite case; removable base plate of translucent
plastic provides easy installation and
bulb replacement; 11 in. wide, x 5 in.
high and 34 in. deep; weighs 24 lbs.
comes completely wired with all neaessary attachments (less bulbs).

Electrical Merchandising, Eeb, 1950. Electrical Merchandising, Feb. 1950

DE-Frost Automatic Automatic Controls Corp., Wolverine Bldg., Ann Arbor, Mich.

De-Frost Automatic 1950 model.

model.

Selling Features: Improved variable defrosting cycle permits changing at will to a 3 or 4 hour "off" cycle as conditions dictate; requires no special installation refrigerator olugs directly into De-Frost, which is plugged into outlet; squared plastic case; standard setting causes Telechron movement to turn off electricity at 4 a.m. and on at 7 a.m. a.m.

Price: \$9.95.

Electrical Merchandising, Feb. 1950

TELL THE Inside STORY TO SELL RAYTHEON 20/20 TELEVISION



Now you see ALL the action because the rectangular tube uses ALL the viewing surface gets ALL the picture!

DRAMATIC PICTURE

Sharp, brillingt picture — without any dead area on face of tube-assures years of outstanding T.V. enjoyment. Glareless Gray picture tube.

SIMPLIPIED CONTROL KNOSS-EASY TO OPERATE

All adjustments on the front—easy to get at Volume off and on—Brightness—Contrast—plus new continuous tuner for precise (synchronized spicture and sound tuning—simple as dialing a radio.

NEW CONTINUOUS TUNER DIVES PRECISE PICTURE CLASS-PICATION.

Hairline-shirp, finger-tip picture adjustment asynchronized with sound as simple and easy as tuning a radio. You did the station, the picture and sound all in one effortiess motion.

SALES APPEAL Inside and Out!

CHOICE OF DESIGN—Cabinet designs range from modern contemporary in table models to the tasteful conservative in floor models.

QUALITY FINISH — Dark, rich mahogany and blonde finishes are characteristic of RAYTHEON cabinets.

CONTEMPORARY STYLE—Each cabinet is a masterpiece of the cabinetmakers art—styled to blend with any setting. MINIMUM SERVICE REQUIREMENTS—Trouble-free performance because RAYTHEON sets are precision-built—not assembly jobs.

THE SILVER ANNIVERSARY
138 SQ. INCH PICTURE

FRE-PIXED, ULTRA SHARP FOCUS

Centers picture top-tubottom and across—locks in "Sharp Focus" position.

ADJUSTABLE BURT-OF "KA"

dest house and apartments seed only RAYTHBON'S olf-contained, deal autono



STURDY-RUGGID RUSSER SHOCK-MOUNTED PRECI-SION-BUILT CHASHS

Years of trouble-free performance—with a minimum of enviring because of RAY-THEON'S superior electronic engineering throughout.

RAYTHEON

Symbol of Excellence In Electronic Engineering

RADIO AND RADAR TUBES
MAGNETRON TUBES—HEART OF RADAR
SUBMINIATURE TUBES FOR HEARING AIDS
MARINE SAFETY DEVICES INCLUDING

MICROWAVE RELAY SYSTEMS FOR T. V. F. M. FACSIMILE

F.M. A.M. T.V. TRANSMITTING EQUIPMENT

DIATHERMY TUBES

SONIC OSCILLATORS FOR PROCESSING
FOODS, DRUGS, COSMETICS

FOODS, DRUGS, COSMETICS
RADIO PHONOGRAPHS—RECORD CHANGERS

ELECTRONIC PHOTO-FLASH EQUIPMENT

DIELECTRIC HEATING MACHINES 20/20 TELEVISION RECEIVERS

RADIO TRANSFORMERS

*Reg U.S For Off

WRITE, WIRE OR PHONE

BELMONT RADIO CORPORATION

Sebadary of Raytheon Manufacturing Company 5923 W. DICKENS AVENUE, CHICAGO 39, ILLINOIS

FOR FRANCHISE DETAILS

You'll Profit with the BIGGEST ADVERTISING CAMPAIGN in THOR HISTORY!

•YOU'LL PROFIT with Thor's Most Powerful Sales Drive!

•YOU'LL PROFIT with Hard-hitting Promotions!

•YOU'LL PROFIT with Dynamic New Selling Aids!

•YOU'LL PROFIT with a Personalized Dealer

Sales Training Program!

AND the Newest...Greatest Money-making

Dealer Franchise Plan Ever!

TROFT... TROF WAY!

Here's the stery that can lead yes to the Number
One spot in the 1950 race for Washer profits. The 1950
Thor Automagic Spinner Washer that does the whole wash
from Suds to Spin Dry in a single ponsilain tub. It's a better way to wash
—it's a proved washer that out-per-

lain tub. It's a better way to wash—it's a proved washer that out-performs anything on the market—and it's the washer of all washers that is designed to get the best advantage of all the new washing method discoveries that have wimen so excited these days.

But best of all, the 1950
Ther Way to Profit is based on a
new Dealer Franchise Plan and a
complete promotional compaign
that's so loaded with advantages
to tremendous in scope — you'll
say you've never seen its equal.
Your Thor salesman will be calling
on you soon with complete information. Plan to spend some real
time with him. He has plans that
will put money in your packet.

THOR CORPORATION

Chicago 30, Illinois Ther-Conedian Company, Ud., Torente, Conede

*050, 0.0, 007, 00

SPINNER-WASHER



PHILCO 1950 TV Line Philos Corp., Tioga & € Sts., Philodolphia, Pa.

Models: 1950 line includes 7 models and features the No. 1403 table teleset. Selling Features: No. 1403 has 12h in.

Selling Features: No. 1403 has 12½ in tube with 97 sq. in, picture; Philico electronic built-in aerial system; 20 tubes; 2 rectifiers; walnut cabinet.

Console model 1432 has all Philico features such as Electronic built-in aerial, 'no Glare viewing, wide-screen 97 sq. in picture; 10 in, speaker; Regency cabinet.

1406 table and 1406-C console has wide screen 12½ in picture, new superpower circuit, high gain automatic station selector; malogany finish shadow-hox picture frame with gold beading, and Philicoleather top and sides of cabinet; 20 tubes, 2 rectifiers.

Nos. 1404 table and 1404-C console has same mechanical features as above in contemporary design mahogany cabino cabino

in contemporary design mahogany cab-

No. 1485 combination TV and radio-No. 1485 communation IV and radio-phonograph has Electronic built-in aerial system; 124 in tube; "no glare" optical system; full AM and FM bands; automatic phono plays all sizes and speeds of records; Sheraton ma-liograpy cabinet.

Prices: No. 1403, \$199.95; No. 1432, \$299.95; No. 1406, \$249.95; No. 1406-C, \$279.95; No. 1404, \$229.95; No. 1404-C, \$259.95; No. 1484, No. 14

Electrical Merchandising, Feb. 1950



CROSLEY Telesets Crosley Div., Avco Mfg. Corp., Cincinnati, O.

Models: "Family Theater Series" 1950 line includes 2 consoles: 10-414-MU and 10-416 with 16 in screens; a table model 10-404 with 12½ in screen; and table model 10-401 with 101 in. истеев.

Selling Features: All models equipped Selling Features: All models equipped with wide-angle viewing screen; console and 123 in, table models are encased in Carrollton cabinets of malogany in a cordovan finish; 103 in table model has a plastic cabinet; features include trouble-free unittuner; built-in antenna; fade eliminator; 2 simple knobs control image and sound adjustment; special long distance chassis; electro-magnifier provides large clear sharp picture; picture filter FM sound system gives perfect filtration; No. 10-414-MU has 10 in permanent magnet concert type speaker permanent magnet concert type speaker permanent magnet concert type speaker hidden by organ-type grill front; cab-inet has 2 doors with heavy brass handles. No. 10-416 has open-face front with same type speaker covered with durable fabric; No. 10-404 em-bodies procenium arch principle plus all features of console models. Low-

ELECTRICAL APPLIANCE NEWS

ew Troducts

TELEVISION AND RADIO

priced table model No. 401 features priced table model No. 401 features "theater picture screen," plastic cabinet with gray-green mask framing picture to eliminate optical distractions. Prices: 10-414-MU, \$499.95; No. 416, \$399.95; No. 404, \$279.95; 10-401, \$199.95.

Electrical Merchandising, Feb. 1950



DU MONT TV Console Allen B. Du Mont Laboratories, Inc., 515 Madison Ava., New York City

Model: "Wellington" 15 in. TV, radiophono console.

Selling Features. TV receiver has 132 Selling Features: TV receiver has 132 sq. in. direct-view screen; a new improved DuMont high-performance chassis with 29 tubes, 6 rectifiers in addition to the 15-in. cathode-ray tube; automatic record player covers 3 speeds—78, 45 and 334 rpm, and the 3 sizes—12, 10 and 7 in. records; AM and FM radio reception; other features include Insurance legal direct with include Inputuner; local distant switch, and a pair of DuMont's square station selector dials for AM and FM reception; Georgian styled cabinet, mahog

Price: \$645 plus installation; blonde finish available at slightly higher price. Electrical Merchandising, Feb. 1950



AIR KING Telesets Air King Products Co., Inc., 170 53rd St., Broaklyn, 32, N. Y.

Models: No. 2016R console and 2017R table telesets with rectangular tubes. Selling Features: "Soit-Lite full view" rectangular tubes show picture exactly as it is televised from transmitting sta-tion; will make for smaller cabinets tion; will make to with larger screen.

Electrical Merchandising, Feb. 1950





STARRETT TV Consolette Starrett Television Corp., 601 W. 26th St., N. Y., 1, N. Y.

Model: "Sam Houston" 12h tube con-solette in Metropolitan Series. Selling Features: 19 tube chassis in-cluding 2 rectifiers and CRT; built-in antenna; Film-Freed picture tube; Opticlear control; high-voltage power supply with improved regulation gives brilliant pictures under normal home-light conditions; mahogany finish. Price: \$279.95.

Electrical Merchandising, Feb. 1950



SIGHTMASTER TV Console Sightmaster Corp., 20 E. 35th St., New York, 16, N. Y.

Model: Sightmaster 1950 console. Selling Features: Equipped with 16 in. Dumont tube; Dumont Imputuner and FM radio; super powered chassis with 24 tubes; mahogany cabinet. Price: \$399.

Electrical Merchandising, Feb. 1950



REGAL TV Consoles Regal Electronics Corp., 603 W. 130th St., New York, 27 N. Y.

Models: No. CD-31 and CD-36 con-Selling Features: No. CD-31, 16-in.

set has 31 tube chassis with voltage doubler; 140 sq. in. wide view screen; full channel coverage; 12 in. PM speaker; mahogany veneer cabinet.
No. CD-36, 16-in. set pius AM-FM radio; 36-tube chassis with voltage coupler; 140 sq. in. wide-view screen; FM radio band, 88-108 mc; AM radio band 535-1650 ks; 12 in. PM speaker; Regaloop AM antenna; external FM dipole antenna; phono-switch for record player; fidelity tone control circuit; mahogany cabinet with bronzed panel.

CD-31, \$397.50; CD-36,

Electrical Merchandising, Feb. 1950



GAROD Console Garod Electronics Corp., 70 Washington St., Brooklyn, 1, N. Y.

Models: Nos. 1900, 1344, 1646, 1647, 1648, and 1649.

1648, and 1649.
Selling Features: No. 1900, "The Claridge" console has a 19 in. tube, 203 sq. in. direct view screen.

No. 1344 has 91 sq. in. picture on a 121 in. screen; "Picture Lock" tuner, mahogany cabinet.

No. 1646 table model has 140 sq. in. picture on 16 in. screen; "picture-lock" tuner; mahogany cabinet. No. 1648 console has a 140 sq. in. picture on a 16 in. screen, mahogany.

No. 1648 console has a 140 sq. in. picture on a 16 in. screen, mahogany.

Authority of the screen, mahogany.

Picture-Lock" tuner. No. 1649, same in blonde mahogany.

Prices: No. 1900, \$495; No. 1344.

Prices: No. 1900, \$495; No. 1344, \$229.95; No. 1646, \$299.95; No. 1647, \$319.95; No. 1648, \$349.95; and No. 1649, \$375

Electrical Merchandising, Feb. 1950



TRANS-VUE TV Consolette Trans-Vue Corp., 1139 S. Wabash Ave., Chicago, 5, III.

Model: Aristocrat No. 601, 16 in. direct cathode ray tube consolette. Selling Features: "Eye-Level-View-ing" chassis design; "Ese-O-Matic Timer requiring only a single knob control; no veneer adjustment or multiple knobs needed—all circuits are adjusted by single adjustment screw set at time of installation so that sound and picture are received on any one of 12 channels at turn of knob; cabinet de-sign by Pierre Renault, incorporates new semi-concealed tuning panel. Electrical Merchandising, Feb. 1950



. . . and here's one who's right on the job in your customer's home every day. He isn't a person at all. He's the electric dishwasher that you've already sold to one of your customers, reminding her every time she washes dishes automatically that she needs a dependable, automatic supply of good hot water.

So be sure to ask what type and size of water heater your dishwasher customer now has in her home. You'll be surprised to find how easy it is to sell her an Electric Water Heater and how many actual sales result from this approach. Try it, prove to yourself how successful it is.

The same principle holds true every time you sell an Electric Clothes Washer, Range or Clothes Dryer. Each of these appliances also paves the way for an Electric Water Heater sale—the clothes washer because it, too, needs a dependable supply of hot water at the proper temperature—the other two appliances because when a home is wired for them it's easier and costs less to install an Electric Water Heater.

Even if you don't make the water heater sale

at the time you sell the other appliance, put each customer on your hot prospect list and follow up frequently. The job is made easier by the fact that people want electric hot water. Industry figures and surveys show that. More people all the time are buying Electric Water Heaters.

Finally, there's more profit for you, because of the larger dollar volume on Electric Water Heaters, which means you make more on each sale. Be sure to cash in on these facts. You'll be pleased with the results.

SELL ELECTRIC WATER HEATERS

They're what people want!

ELECTRIC WATER HEATER SECTION - National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N.Y.

ALLCRAFT · BAUER · BRADFORD · CROSLEY · FAIRBANKS-MORSE · FOWLER · FRIGIDAIRE · GENERAL ELECTRIC HOTPOINT · HOTSTREAM · JOHN WOOD · KELVINATOR · LAWSON · MERTLAND · MONARCH · NORGE · PEMCO · REX RHEEM · SELECTRIC · SEPCO · A. O.!SMITH · THERMOGRAY · TOASTMASTER · UNIVERSAL · WESIX · WESTINGHOUSE





SHIRLEY DUPLEXER, Solves Cramped Kitchen Quarters!

Small kitchens do double-

duty when you install the sparkling new Shirley

Duplexer's Steel Cabinet-Sink,

shown above. It has my bowls ... one

of severous kitcher, size, the other

This Easy Shirley Way

venience from of floor and w Whether your

large, or small, you'll fine

ley units give you more

pacity, better arranged,

work surfaces, and lo

• Here's good news for the many housewives with restricted kitchen and laundry facilities! Shirley's new Duplexer combines big laundry and kitchen bowls in a compact 48" Steel Cabinet-Sink . . . does double-duty in the same space! This advertisement is good news for you, too! Appearing in current issues of Better Homes & Gardens, American Home, Farm Journal and Progressive Farmer, it tells your customers how they can do both their dishes and their laundry in the same 48" of space! So be ready for 'em in your store with a sparkling Shirley Duplexer!

SHIRLEY CORPORATION . INDIANAPOLIS 2, INDIANA

"the value line" STEEL KITCHENS

ELECTRICAL APPLIANCE NEWS

TELEVISION AND RADIO



RCA VICTOR Telesets RCA Victor Div., Radio Corp. of America, Camden, N. J.

Comden, N. I.

Models: First-quarter-1950 line includes 14 models: 3 table; 3 open-faced consoles; 3 door-enclosed consoles; 3 combination TV-radio-phonos; and a 7-service model.

Selling Features: Features include RCA's new short-necked 16-in. metal-coned tube with "Filterglass" face plate which improves picture contrast by minimizing effects of unwanted light from sources within and outside tube; phonograph facilities for all 3 record speeds in the TV-radio-phonoconsoles; all sets designed to permit operation from "Bright Picture" line used in most private home installations or the coaxial cable used in multiple-outlet installations; other features inor the coaxial cable used in multiple-outlet installations; other features in-clude "power-on" circuit which makes tube face glow when set is left turned on, and a "jewel light" at base of en-closed model to indicate when set has



models T-100, 10 in, and T-120 121 in, have maroon metal cabinets with gold trim; No. T-120 sold inets with gold trim; No. 1-120 soid only with matching antenna table. No. T-164, 16-in, table model with "picture-framing" mask occupying entire cabinet front and controls concealed behind drop panel.

Openfaced consoles TC-124 and TC-125 have 12½ in, tube; TC-124 has



basket-weave fabric front panel; TC-165 and TC-166 have 16 in tube. All models available in walnut or mahogany, or in limed oak at \$20. extra.

TC-127 console with paneled grille TC-127 console with paneled grille and doors concealing tube face and control panel has 12½ in tube; TC-167, 16 in. model, has 4-door, chest-on-chest design; TC-168 16 in. Provencal model has 2 full length cathedral-type doors.

3-Way models TA-128, TA-129 and TA-169 have AM-FM radios and 3-doors and 3-do

TA-169 have AM-FM radios and 3-speed phonograph facilities with 12s in tubes in the first two models and a 16 in tube in the third model.

No. S-1000, 7-service, top of line model combines a 16 in. TV, and AM-FM-shortwave radio, and phonograph facilities for 3-speeds.

Prices: From \$169.95 for the 10 in. set; to \$795 for the 7-service model.

Electrical Merchandising, Feb. 1950



STROMBERG-CARLSON TV Consoles Stromberg-Carlson Co., Rochester, 3, N. Y.

Models: 3 new 19-in. models: New Yorker, Emperor II consoles and Chi-nese Classic Deluxe radio-phono-video combination; and 3 new 121 in. "opera glass" tuning models, Hampton, Mon-terey and Salem.

Selling Features: Both 19 and 121 in.

terey and Salem.

Selling Features: Both 19 and 12½ in.

series have newly developed S-C
tuner; keyed a, g, c, built-in antennas;

simplified tuning; 12-in. speakers.

Chinese Classic DeLuxe No.

TC19M5M, radio-phono-video combination has 19 in. picture with TV
controls concealed beneath piano-like
fallboard on top edge of cabinet; an
FM-AM radio and an automatic 3speed record changer; Honduras ribbon-striped mahogany cabinet.

New Yorker No. TC19LM2 console
has same TV features as Chinese
Classic in mahogany or blond cabinet.

Emperor II No. TC19LM3, Georgian-type console has 2 full length
doors, figured mahogany.

Hampton No. TC125LM3 big picture model has a large baffle area for
its 12-in. permanent magnet speaker.

its 12-in, permanent magnet speaker.



Monterey No. TC125LA4 is housed

Monterey No. TC125LA4 is housed in blond avodire cabinet.
Salem Chest No. TC125LSM2 early American cabinet; 2 full length doors.
Prices: Chinese Classic, \$965; New Yorker, \$539.50 and \$549.50 in blond; Emperor 11, \$645; Hampton, \$339.95; Monterey, \$349.50; Salem, \$389.50. Electrical Merchandising, Feb. 1950



G-E Tolesets General Electric Co., Electronics Park, Syracuse, N. Y.

Models: 5 new sets-2 table and 3 console models in 10, 12h and 19 in. sizes. Selling Feature: All models except 19-in, model feature black-daylight television; No. 10T-6, 12-channel table model has 10 in, picture tube with wide angle opening; rosewood plastic

cabinet.

No. 12T-3 table model with ma-hogany cabinet; 12½ in, tube; simpli-fied tuning; built-in antenna; also available in blond as 12T4.



No. 12C-107 mahogany console; 12å in. tube; built-in antenna; 12-in. Dynapower speaker; swivel caster rollers; also in blond as 12C-108.

No. 12C-109 mahogany cabinet, 12å in. tube; built-in antenna; 12-in. Dynapower speaker; 18 century styling; mahogany doors conceal tube when not in use; swivel roller casters.

No. 19C-101 mahogany console with full-length doors with decorative crotch overlay; swivel casters; 19-in. direct-view conventional picture tube; built-in antenna; 12-in. Dynapower speaker. speaker.

Prices: No. 10T-6, \$179.95; 12T-3, \$239.95, blond, \$259.95; 12C-107, \$289.95, blond \$309.95, No. 12C-109, \$230.05

Electrical Merchandising, Feb. 1950



MAJESTIC 1950 TV Line Majestic Radio & Television Corp., Elgin, III

Models: 8 new sets are featured in Majestic's 1950 TV line-2 table and 6 console.

Selling Features: All models housed in Selling Features: All models housed in mahogany wood cabinets; built-in "Channelized" antenna; and feature new "black" tube, except 19 in. models. Table model 12T2 has 12½ in. tube, 91 sq. in. screen; 16 T2 table model has 16 in. screen. Console model 12C2 has 12½ in. tube and 91 in. screen; two 16 in. consoles, 16C4 and 16C5 are available in seatherner, and blood mahoganetic seatherner. able in mahogany and blond mahog-

any respectively. 19 in. consistes 19C6 and 19C7 in mahogany and blond mahogany cabinets respectively have direct view pictures 203 sq. in. in size and in addition to built-in. "Charmelized" antenna, feature a new "mystery" panel which conceals the TV controls when not in uses.

Prices: 12T2, \$199.95; 12C2, \$249.95; 16T2, \$299.96; 16T3, \$289.95; 16C4 \$299.95; 16C5, blond mahogany, \$325; 19C6, \$449.95 and 19C7, \$479.95. Electrical Merchandising, Feb. 1950



ARVIN Table TV Noblitt-Sparks Industries Inc., Columbus, Ind.

Model: No. 4080 TV table teleset with 8h in. screen.

Selling Features: Compact metal cab-inet; 16-tube set plus 2 rectifiers; an electromagnetic circuit rather than an electrostatic circuit minimizes servic-ing; glare-free "black" picture tube; only 2 visible control knobs—secondary only 2 visible control knobs—secondary controls easily accessible from rear; transformer type receiver; delayed automatic gain control; automatic con-trast control; inter-carrier sound sys-tem; battleship-type chassis. Price: \$129.50.

Electrical Merchandising, Feb. 1950



G-E Clock Radios

General Electric Co., Electronics Park, Schenectady, N. Y.

Models: 6 new G-E clock-radios. Selling Features: 4 models: Nos. 505, 506, 507 and 508 have "electronic servant" feature—an appliance timer and convenience outlet, enabling automatic turn on and off of various appliances up to 1100 watt total capacity this feature is in addition to the "wake pliances up to 1100 watt total capacity; this feature is in addition to the "wake up to music" feature which turns on radio at a predetermined hour, and the "slumber switch" which turns radio off; an on-off switch at back of unit may be used to cut off radio sound while keeping electric power in use. No. 505, rosewood plastic cabinet; No. 506, ivory plastic; 507, burgundy



plastic; 508, bleached mahogany. Nos. 500 and 501 in rosewood plastic and ivory plastic cabinets respectively, have only the "wake up to music" feature.

Prices: No. 505, \$34.95; No. 506, \$36.95; No. 507, \$35.95; No. 508, \$39.95; No. 500, \$29.95; and No. 501,

Electrical Merchandising, Feb. 1950

ALREADY A COAST-TO-COAST HIT!



CHROME PROTECTED TO CHECK POWER WASTE!

DESIGNED FROM THE INSIDE OUT TO GIVE YOU MORE SALES AND NEW PROFITS!

ONLY BURGESS GIVES ALL THESE FEATURES!



CHROME PROTECTION!

Curbs out-of-use power waste. This EXCLUSIVE feature

life and freshness! Only BURGESS Flashlight Batteries are Chrome Protected to check interior action when battery is not in use.



9

and explorers.

SEALED IN STEEL AND PLASTICE

Power loss in the NEW Burgess Flashlight Battery

MODERN, EYE-CATCHING

STYLE

Only BURGESS

Flashlight Batteries have such a sales-

is prevented by machine-sealing the tough plastic outer casing and the steel cap directly into the battery top.

producing design. The distinctive BURGESS stripes are recognized

instantly by your customers—they are the mark of engineering skill

and know-how that has made BURGESS first choice of scientists



ENGINEERED DESIGNI

New, improved

construction per-

mits the use of a big full size mix core and big zinc

can to give longer life!

GUARANTEEDI The BURGESS reputation for quality and dependabil-ity has made it the

foremost name in radio batteries. Every BURGESS Flashlight Battery carries the guarantee of this rep-utable, long-established manu-

STOCK UP NOW!

And Cash in on the Promotion of This Sensational, New Flashlight Battery!

Big, two-color ads in Collier's and an expanded list of other leading magazines feature the NEW Burgess Flashlight Battery to millions of users. Be ready for increased users. Be ready for increased BURGESS sales with a good stock of the new BURGESS Flashlight Batteries in the new display cartons. Order from BURGESS distributor.

BURGESS BATTER

ELECTRICAL EMPIRE APPLIANCES

FOR MORE THAN A QUARTER CENTURY THIS TRADEMARK HAS STOOD FOR "QUALITY AT POPULAR PRICES"

EMPIRE Electric PERCO-DRIP

- · Makes Better Coffee without boiling
- · Beautiful Modern Design
- · Brilliant Polished Aluminum
- · Cool Thermoplax Handle
- Patented Direct-Heat Emerson Unit
- · Listed Underwriters' Laboratories
- · Fully Guaranteed
- · In 5-cup and 9-cup Sizes



No. 1802 Suggested Retail Price. \$4.75

EMPIRE Aristocrat ELECTRIC TOASTER



No. 769 Suggested Retail Price. \$3.95

- Smartly Styled
- Lustrous Chrome Finish
- · Toast-Warming Flat Top
- Turns Toast Automatically by flip of door.
- Extra Wide Element Toasts Uniformly
- · Cool Ebonized Handles
- · Listed, Underwriters' Laboratories
- · Built for Long Life Service

EMPIRE FOCAL-RAY ELECTRIC LANTERN

- · Handy for Sportsmen, Farmers, Motorists
- · Focal Adjustment-Spot to Flood at turn of lens
- · All Position Base Beams light in any direction
- · Sturdy, Precision Work-
- manship · Easy-Grip Reed Handle
- · Waterproof



No. 900 Suggested Retail Price, \$3.25

RETAIL PRICE SLIGHTLY HIGHER IN WEST

THE METAL WARE CORPORATION

FOCAL RAY

LANTERNS

Tille Ladi

EMPIRE TOYS

TWO RIVERS, WISCONSIN

Four Ways to Keep a Profit

CONTINUED FROM PAGE 77-

idly enough to return the original \$45." After being reconditioned all tradein refrigerators are sold through classified advertising in the Denver Post.

We have been amazed at consistently selling 75 percent of advertised merchandise within the week in which classified ads are run," Aldrich said. Our experience has been that it is a 90-day guarantee, plus the reputation of our firm, which is responsible for this. After studying all types of tradein appliance advertising, we have determined that the classified system is best, costs less, and will invariably sell seven out of 10 used appliances during the first week."

With this trade-in system, Lakewood Appliance Co. is at least breaking even on every transaction.

Refrigerator Sales Are Carded

A second step which Aldrich has taken to guard against unnecessary leaks in the trade-in bracket is "carding" of all new refrigerator sales. As oon as the box is sold, a card is made out which lists the trade in allowance. amount the new box was sold for, and any other pertinent facts. "Carding the box gives us a chance to build up a record on each sale," Aldrich said, "to show how we come out on the trade-in and later factors. For example, if we sell a new box for \$269.50 and allow \$50 on the trade-in, we enter the amount the trade-in sold for on the card. If it happens that the trade-in requires more expensive repairs than estimated, and we show a loss on it, this, too, is entered on the card. It may be that the customer will trade back the trade-in on the purchase of a new box later, which will wipe out the deficit. Or, she may buy another tradein refrigerator, and turn in the former one. If we have traded in a refrigerator at \$50, and have to sell it at \$35, the loss of \$15 appears on the card. Ultimately, we may make up the losses, and come out on the entire transaction with an even break, or even a slight profit on the trade-ins involved. Only by carding the sales can we determine whether we are handling all aspects of trade-in selling properly." In addition, the Colorado dealer pointed out, over a year's time the cards will show what Lakewood people want and don't want in the way of trade-in appliances.

Even a Market for Junk

Research into this matter has led to plugging up still another "profit leak" in the organization. This was the "junk boxes" which accumulate in trade-in dealings. "We used to show a serious loss in junk refrigerators considered unworthy of repairs, which were simply carted off to the dumps at regular intervals," Aldrich said. found the solution to this myself, in the form of refrigeration mechanic training schools, 'opportunity schools,' and other forms of educational organizations, which need refrigerators to work on. After looking into the field, I got rid of three apparently unsalable junk boxes to the Denver opportunity school for \$37.50, and received orders for others from vocational schools. We believe that we will be able to get rid of all our unsightly, or otherwise unsalable boxes to this market."

One of the most costly sources of loss to the appliance dealership, Aldrich believes, is a continual turnover of salesmen, all of whom represent wasted training expense, advance settlement of commissions, and replacement costs when they leave the concern. Like most other dealers, Aldrich is deeply concerned with getting a reliable, efficient sales crew which can be depended upon to stay on the job, and thus cumulatively increase its value to the firm. To bring this about in early 1949, Aldrich resolved to do away with specialty salesmen turnover once and for all with a novel compensation plan, which he feels can't be beat anywhere in the country.

No Salesman Turnover

Under this plan, three outside salesmen are paid on a straight commission basis, which rewards them with eight percent on gross sales (with trade-in allowances deducted, of course) up to \$25,000 total sales. If during a specific quarter of the year, the salesman sells more than \$25,000, he receives a retroactive one percent additional commission at the end of the predetermined period. If he sells more than \$25,000 for two such periods, he receives a total of two percent commission on the gross business, over and above his standard eight percent.

"We think that this plan has many advantages," Aldrich said, "For one thing, if the salesman falls into a slump over a period of several weeks, two months or so, he can still cash in and spread his earnings evenly over the entire 12-month period. Also, inasmuch as computations are made at the end of quarters, it is an incentive for the salesman to stay on the job through all seasons, and to remain permanently, inasmuch as the longer he works, and the more intensively he maintains his selling efforts, the better he will be rewarded. Since we started this plan, we have had no turnover of salesmen whatsoever, and several friendly-competitor appliance dealers are adopting adaptations of it.'

Follow Positive Leads

Cold canvassing or doorbell ringing is a costly expense which can be averted, according to Aldrich.

"We have found that indiscriminate doorbell ringing is actually expensive, inasmuch as the salesman may be using up time in contacting uninterested prospects, which could be more profitably spent in more receptive fields," Aldrich said. "By that I mean that following up leads on new homeowners is ten times as valuable as calls made on the doorsteps where there is no advance knowledge of the prospect's need for appliances. We have attempted to do away altogether with aimless prospect contacting, in favor of specific, clearly-defined sales calls." complish this, the Colorado dealer

FEBRUARY, 1950-ELECTRICAL MERCHANDISING

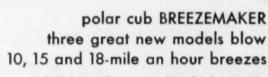
pulling business your way... the powerful new POLAR CUB electric fans



polar cub WINDstreamer new "wind tunnel" design creates 25-mile an hour wind

This big, powerful streamlined beauty features dramatically new "wind tunnel" design, honeycomb grill and three-bladed impellor to deliver maximum volumes of air.

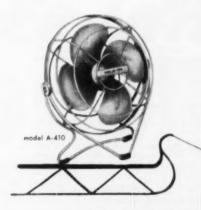
Tilts in 180 degree arc so air stream can be focused toward ceiling, floor—in any direction.



Triple feature! The three new Polar Cub Breezemakers.

The model A-440 12" oscillating fan (illustrated)
swings an 18-mile an hour breeze 'round the room.

The model A-430 10" oscillating fan blows
a 15-mile an hour breeze, the A-420 8"
oscillating fan a 10-mile an hour breeze. All
three feature wide-angle tilt, all-position mounting.



polar cub LITTLE GIANT tilts in 180 degree arc blows 10-mile an hour breeze

Big-time performance at low budget cost. This

Polar Cub B" stationary fan is

perfect for use anywhere at home. And so
handy and compact your customers
will want to take it along
on vacation trips. Ideal as a
desk, table, wall or floor fan.

All models complete with approved rubber cord and plug. Operate on A.C., 60 cycles only.

PRODUCTS OF THE GILBERT HALL OF SCIENCE . POWERED BY THE FAMOUS GILBERT ELECTRIC MOTOR

A. C. Gilbert Company, New Haven, Conn.



FIVE OTHER MODELS

Beautibully

Two 8 cu. ft. Across the top Freezer models with 42 lb. Frozen Food Compartment and up to 17.5 sq. ft. shelf area.

Two 81/2 cu. ft. "U" type models with 28 lb. Frozen Food Compartment and up to 15.2 sq ft. shelf area.

The NEW AT10 . . . 10 cubic foot Marquette Refrigerator that features a 55 lb. Frozen Food Comportment and spacious, well-planned shalf greg.

Lerge "U" Type Freezer . . . stores 28 pounds of Frozen Food plus 28 Ice Cuttes. The flexible Aluminum Ice Cube Trays feature Polyethylene Plastic Grids.

Roll-A-Grip Latch . . . a gentle pull on the handle opens the Fingertip pressure automatically closes door with the Roll-A Grip silently pulling the door tightly shut.

Full-Width Fruit Storage Bin . . . Keeps Fruits and Vegetables fresh and cold under full refrigeration.

"Pancake" Type Tocumseh Compressor . . efficient and QUIETEST Compressor ever developed. Small in size, a Giant in Performance! Internal spring mounted. Statically Cooled, Hermetically Sealed and Permanently Lubricated.

tures . . . Glass Tray Meat Saver, Dependable 7 posi-Control, Full 3-Inch Fiberglas throughout, High-baked Other Features DuPont Dulux exterior and extra-durable, newly developed Dulux

WRITE TODAY for details on the Complete Line of Quality Marquette Appliances

MARQUETTE APPLIANCES, Inc., Minnespelis 14, Minnesota



Four Ways to Keep a Profit

CONTINUED FROM PAGE 168

scoured the Lakewood municipal offices in search of a reliable, friendly source of tips on new home purchases, building permits, etc., other than the standard Dodge reports, or such leads. This he found, surprisingly, in the Lakewood sewer district offices, where all owners of new homes or lot purchasers must register permits for installation of sewer pipe and hooking up to the city drainage system. "Following up these water applications has proven ideal," Aldrich smiled, not without satisfaction. "For example, one sewer applicant, we found, had installed an electric water system in an old home, completely remodeled, and was definitely in the market for new appliances. Salesman who made the call spent only an hour or so in selling a new refrigerator, home freezer, automatic washer, and accessory equipment. We follow up all such leads daily, in the surety that the prospect is a person who plans to live in Lakewood, has purchased a home for the purpose, and who will definitely need new appliances at some time later on, if not immediately."

Electrical Interdependence

Aldrich furnishes ranges and in some cases, refrigerators, for building contractors and home development promoters, who are also a worth-while source of friendly tips. "Few contractors will waste the dealer's time," Aldrich stated. "If they believe they have a worth-while prospect, they will pass along the tip and, invariably, we find that some good results from it."

Sales-building tips of this type should not be a "one-way proposition", the Colorado dealer asserted. In installing complete electric kitchens, model laundries, etc., he has had frequent occasion to call upon an electrical installation subcontractor who handles the complete job. With many homeowners coming in daily to buy home electrical supplies, Aldrich recommends the contractor to homeowners for each type of electrical installation neededand is rewarded by a 10 percent commission on the contracting work thus resulting. "Since we already run a radio repair shop and a major appliance reconditioning plant, a lot of people come in asking us for help in electrical wiring problems," Aldrich declared. "Thus, we are in an excellent position to pass them along to the con-

Finally, in the effort to provide additional traffic building interest in the store, Aldrich has installed complete "home service departments" surrounding the service shops, and the sales counter at the rear of the store. Here more than 60 bins are devoted to electrical plugs, connections, conduits, switches, ironing cords, fuses, replacement lamps, heating elements, etc .all everyday "electrical accessories" which 90 percent of the homeowners in the area need. By putting these out where they are readily seen through the all-glass front of the store, Lakewood Appliance Co. lures many more prospects in daily. End

only

Automatic Tuning'

Long Range Reception



Model TV307

Tele-tone

RADIO CORP. 540 West 58th Street New York City, N. Y.









Madel TV306, 16" Rectangular Tuba, Built-in antenna, Handsomely



the Sensational New Patented Spring-Suspended

in the FAN INDUSTRY

CABINET WINDOW VENTILATING

At an all time low price - this beautiful new 20" cabinet model International window fan enables you to affer your customers more fan for their money than ever before!

- So quiet exclusive spring-suspension you won't believe your ears!
- · Beautiful baked on enamel louvred cabinet that the housewife falls in love with.
- 20-inch clover leaf blades move over 3500 cubic feet of air

GET THE JUMP ON COMPETITION -FILL OUT AND MAIL THE COUPON BELOW!



International OIL BURNER CO.

ORDER NOW - PAY LATER! Send This Coupon for Complete Details

To Fon Division, INTERNATIONAL OIL BURNER CO. Spring & Pork Aves., St. Louis 10, Mo.

Send complete information and prices on your 1950 Fan Line and Post-Dating Plan. Zone ____ State

"Plumbers and Appliance Dealers . . ."

- CONTINUED FROM PAGE 64 -

For instance, he may enter the store of a master plumber who is in the appliance business himself. There are thousands of these, and they stand out in the most prominent locations in town-which perhaps is why the consumer thinks of them first. Yet a great many of these operate in this fashion: maintain crews of journeymen simply as a convenience to their own customers-that is, to install and service their own sales. They offer no general repair service except to old and new customers who are on the books as buyers of major appliances.

They thus feel no obligation to service a customer of a competitor, and cannot understand the resentment which follows a refusal of an installonly job. Yet that consumer feels as if the plumber should assist his competitor by assuming the installing and servicing of the goods that competitor has sold. This type of plumber feels that retailers who cannot assume their own installation and service obligations should confine their sales activities to less complicated merchandise

"No Money in Labor"

It is the confirmed opinion of plumbing-heating contractors, based on generations of work in the industry, that a job requiring labor only is not a profitable job for the contractor. This conclusion is not exclusive with plumbers. Electrical contractors feel exactly the same way. So do undertakers.

Mainly the industry sells materials which are useless without installation. Even the simplest article recognizable as a piece of plumbing, a toilet seat, is beyond the installation abilities of many purchasers. Therefore, from the very beginning of the industry, the humblest repair man as well as the largest contractor has supplied the materials he installed. And on the other hand, consumers have never been willing to buy plumbing uninstalled.

At the same time, labor costs have always been relatively high in the industry, resulting in a conscious or unconscious effort on the part of plumbers to keep their labor mark-up low and to look to sale of materials for their main profits. Thus labor-only has never been a substantial demand item in the indus-

A new class of retailers selling plumbing-electrical appliances has now come into this rather special situation with the results we have all observed. These results were predictable and inevitable.

Who Is Responsible?

When the retailer without an installing and servicing force rings the eash register he is finished with the transaction-he thinks. The consumer, however, does not think so. Mechanical objects require service even after installation, and the consumer will look to the installer to take care of this.

This misunderstanding has caused much ill-will toward both the retailer and the installer. Neither will acknowledge any responsibility beyond the sale in the one case and the installation in the other, leaving the consumer high and dry. Contractors, knowing this, shun install-only jobs whenever possible. There is sufficient margin in the original sale of a product to pay for normal service over a limited period of time, but this margin does not normally appear in a connect job.

Is the Plumber a Street Car?

Since licensed plumbers are legally required for alterations in home plumb ing systems in most areas, dealers in plumbing-electrical appliances feel that such men should be at the beck and call of anyone requiring service. This feeling is unfortunate, since it has no legal basis whatsoever.

The appliance-store-keeper has the privilege accorded every citizen of appearing before qualified authorities and proving his ability to alter water supply and drainage systems in houses. That

(Continued on page 174)



The Great BUSINESS NAMES



... combine to make Capellart the TELEVISION Leader!



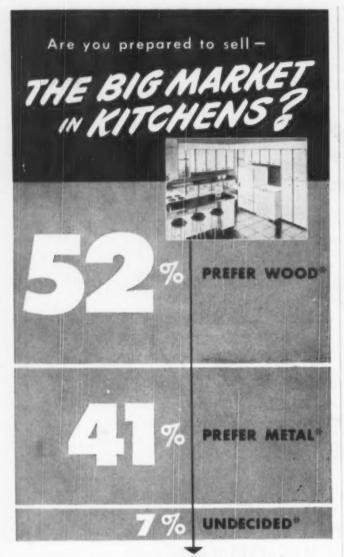
The Capehart Nocturne. Big 16-inch picture tube. Needle sharp television. Master-crafted cabinet in mahogany finish. With Polatenna, Capehart's built-in aerial

All Capehart dealers profit from the world-wide engineering, manufacturing and merchandising experience of not one—but *two* great organizations.

Today full-color national advertising campaigns featuring the Capehart television line in nine leading magazines and two newspaper Sunday supplements are being run by both Capehart-Farnsworth Corporation and International Telephone and Telegraph Corporation. Dealer selling aids including display material, local newspaper advertising material, and literature support these campaigns to the hilt.

So, behind the sales efforts of every Capehart television dealer are not one but two great business organizations dedicated to making Capehart the television success of the year!

CAPEHART-FARNSWORTH CORPORATION
Fort Wayne, Indiana



** Based upon the results of a recent national survey conducted by a leading magazine to determine the preference of buyers regarding wood and metal kitchen cabinets. Details furnished upon request.

The BIG market for kitchens is in cabinets of WOOD and the only fully finished wood cabinets consistently advertised nationally are Kitchen Maid. Kitchen Maid originated the modern kitchen. It is widely known and highly regarded. Kitchen Maid sales are increasing. Its dealers are making money — thanks to a policy of selective franchises. If you should like to learn more about the profit opportunities in this famous cabinet line, write in confidence, or send coupon below.

THE KITCHEN MAID CORPORAT	ION						
Without obligation please send me I am a D Retailer D Wholesaler		about	the	Kitchen	Maid	selective	franchise,
NAME							
COMPANY	_			-			
STREET							
CITY			TAT	E			

"Plumbers and Appliance Dealers . . ."

-CONTINUED FROM PAGE 172-

he has no wish to do so merely demonstrates, in most cases, that he over-looked one detail in making his decision to merchandise mechanical equipment. He has assumed a responsibility which he cannot fulfill. The plumber who undertook to sell caskets and then found himself with an unembalmed corpse on his hands was in a similar quandary.

Some appliance dealers finding themselves unable to obtain competent and dependable installation and service arrangements have actually taken the attitude that the plumber is a public servant, who should promptly appear on call just as the emergency crew of a gas or electric utility. This is an easy, though erroneous, solution of the problem. In no trade or profession does licensing connote this responsibility. Barbers, druggists, electricians, doctors—all may freely choose those they wish to serve.

What to Do?

The foregoing outline represents the plumber's attitude toward the problem. The question is—what to do about it.

Progressive opinion in the plumbingheating industry itself is that this is a public relations problem for the plumber. It is felt that good public relations can be built up only if independent contractors regard this entire problem from the consumer's standpoint-that is, that they stretch every point to please the people whom they must look to for future business. This theory, which has been presented in a series of six editorials in Plumbing & Heating Business, has won a certain acceptance, yet the immediate labor stringency, plus the fact that time is required to change fundamental convictions in any industry, slows progress along these lines

That there is a problem for our industry in this situation is inescapable. Therefore, perhaps there are reasonable grounds for expecting good results from consultations between the electrical and the plumbing-heating industries.

To start the ball rolling, we offer a number of recommendations.

PLUMBING CODES. No cooperative relationship between our industry and yours is possible as long as electrical retailers insist upon solving their problems by attacking plumbing codes.

Plumbing codes, and regulative ordinances supporting them, have been thoroughly vindicated by recent research at the National Bureau of Standards, Department of Commerce, Washington, D. C. The need for local, county or state regulations controlling plumbing installations is more apparent today than ever before. Anyone interested in researching that statement will, without question, arrive at the same conclusion.

Therefore, attempts to nullify or weaken plumbing codes not only create immediate opposition of plumbers who know the importance of such regulations to public health, but they are ill-fated. I assure you that any success experienced by electrical dealers along these lines will be strictly temporary.

2. ACCUSATIONS OF ILLEGAL-ITY. Some electrical dealers and their spokesmen have sought to improve the situation by alleging that illegal combinations to restrain trade generally exist among plumbing-heating contractors. Yet only three years ago similar allegations were definitely controverted in national litigation against the industry carried on by the antitrust division of the Department of Justice. Charges (Continued on page 176)



THE NEW FAMILY SIZE Holliwood AUTOMATIC DEEPFRY



MAKES DEEP FAT FRYING EASY AS TOASTING!

See the new HOLLIWOOD DEEPFRY®— designed and engineered to make flavorful deep fat frying easy for everyone. French fries a chicken and almost all foods—potatoes, donuts, shrimps, oysters, vegetables, chops and steaks, each to a delicious, crispy brown . . . and enough for the whole family!

NO MUSS. No unpleasant odor. No smoke. No overheating of the cooking compound. The HOLLIWOOD DEEPFRY* automatically controls the heat . . . so that the cooking compound can be used over and over again, without transferring the taste of one food to another.

CAPACITY - FOR EXTRA SALES! Yes, the HOLLIWOOD DEEPFRY* has the generous capacity you need for more sales. An entire family enjoys healthful, deep fat fried foods at the same time.

EYE-APPEAL FOR EXTRA SALES! Designed in smart, hand-

some lines, the Holliwood Deepfry* makes a modern and distinctive "show piece." Beautifully finished in heavy, easy-to-clean chrome plate.

CONSUMER ACCEPTANCE, TOO — because the HOLLIWOOD DEEPFRY* is made by the makers of famous HOLLIWOOD Electric Table Broiler and other popular HOLLIWOOD electric housewares.

PLUS ADVERTISING AND PROMOTION! Watch for the coming campaign of hard-hitting trade and consumer advertisements about Holliwood DEEPFRY*... reaching millions in leading magazines and newspapers.

WRITE OR WIRE TODAY

FINDERS MANUFACTURING COMPANY

*Reg. Trade Mark



Sell the COMPLETE Automatic Cooking Unit

THE SWARTZBAUGH MANUFACTURING COMPANY

ers of Cooking Equipment Since 1884

EVERHO

Plus \$2.19 Tas

EVERHOT

EVER

TOLEDO 6, OHIO

LIST PRICES 950 Roaster-Oven UT 365 951 Cabinet 927 Timer-Cluck 946 Bruiler-Griddle Set

EVERHOT

THE NEW MULTI-SERVICE

EVERHROASTER ENSEMBLE HOT

Total

"Plumbers and Appliance Dealers . . ."

- CONTINUED FROM PAGE 174 -

against contractors, similar to charges now being voiced by electrical dealers and their spokesmen, were thrown out of court for lack of evidence. I refer you to the case of Central Supply Association et al. vs. the Department of Justice.

3. QUOTING PRICES. The practice of minimizing installation cost of plumbing-electrical appliances should be discontinued. This may not be an overt policy of electrical dealers, yet their sales personnel are continually doing it.

There should be a general recognition of the fact that many of the new plumbing-electrical appliances are high-installation-cost items. This is obvious when water supply, sewer and gas connections are considered as compared with installation ease of plug-in appliances. But further complications enter into the picture when existing supply, drainage, vent and gas piping must be altered before even the normal connect work can begin.

As long as sales personnel minimize installation charges, consumer ill-will will flow from sales. Internal efforts should be made in every store to explain to salesmen exactly why appliance installations are relatively high in cost. Installation charges should never be hinted without an examination of the specific home by competent personnel, unless the appliance dealer himself is ready to guarantee such prices.

4. RESPONSIBILITY. Consumers are often not properly informed as to the location of a responsibility for service following installation. Plumbers who in the past have performed the original installation for a consumer or an electrical dealer, usually at a price which gave the job little attraction for them, have discovered later that the consumer regarded service as their responsibility under the manufacturer's guarantee.

Perhaps sales personnel cannot be expected to convey this information in adequate fashion, in which case the dealer in question should supply it in letter form or via a printed statement.

5. OBEYING THE LAW. The seller of an appliance requiring plumbing or gas connections in areas where such work is controlled by ordinance should cease recommending unlicensed handymen to perform installation work. Cooperation with local plumbing-heating contractors, who are committed to code compliance, cannot easily be obtained when the dealer does not consider himself bound by local installation regulations, and works at cross purposes with authorized installers.

6. FINDING INTERESTED IN-STALLERS. In every electrical dealer's city there are plumbing-heating contractors who are not, and never will be, interested in installing plumbing-electrical appliances sold by others.

The immediate problem is to find contractors who are interested in taking on such work. We believe this can be done, and that it should be done by the dealer wherever possible, rather than the consumer. Assistance of the secretary of the local association of master plumbers may be helpful in this connection. He is, or should be, familiar with the type of work sought by each local plumber and, if he will cooperate, can quickly narrow down the choice.

7. MAKING THE WORK INTER-ESTING. To make such work desirable to a local plumbing-heating contractor, it may be found desirable for individual dealers, or groups of dealers, to make exclusive installation-service contracts with him. At the start, timeand-material contracts seem most likely to win acceptance. Later on, when installation cost experience has been assembled, specific prices might be quoted for installation of specific products. For instance, installation cost of a garbage grinder may range from \$10 to \$120, yet over a long period average out at \$45. If, even after experience, the contractor is loath to agree to such average prices, the dealer could assume the responsibility while continuing to pay the contractor on a timeand-material basis. Where the installer is expected to service the appliance, a definite price-per appliance or per call-should be agreed upon in advance between contractor and dealer. If manufacturers or distributors provide 10 percent of the sale price of an appliance to cover servicing, dealers should obviously be willing to turn this amount over to installers in return for relieving them of their obligation during the guarantee period.

The effect of such dealer-contractor agreements would be to develop a class of contractor to whom the normal drawbacks of such work would not apply. Volume of installations is one factor. Fair price is another. A predetermined agreement between installer

and dealer is a third.

These, plus elimination of present unfair practices of electrical dealers as outlined above, we believe, offer the essentials of a new cooperative relationship which should go far to minimize or even eliminate the problem we are considering.

End



"I REPRESENT THE AJAX PORTABLE SUN LAMP COMPANY. MIND IF I STEP IN AND GIVE A DEMONSTRATION?"

VERHO

EVERH

ERHOT

VERHOT

EVERHOT

EVERHOT

HOT

6,000 Demonstrations for \$400

CONTINUED FROM PAGE 62-

etc., while the Ironrite demonstration was going on. The remainder of the appliances were taken off while we conducted the drawings for the door prizes. In this way the picture part of the show was not delayed and we didn't have to make the customers sit and wait. We wanted to avoid anything which would make them disgruntled.

Food Preparation

Most of the lood used on the stage was prepared in our model kitchen at the store. Usually the home economist was at work as soon as the store opened at 9:30 and had all her preparations finished at 11:30. This gave us an hour to transport the food to the theater and arrange it there. After the shows we carried the utensils back to the store, where we had plenty of hot water in the kitchen and cleaned evcrything up for the next day.

Free Samples

One of our distributors had 3,700 glass coffee maker filter rods which he sold to me for one cent each, although each box was marked 50 cents I bought them up and advertised a free cent souvenir to every woman attending. While the ushers were handing them out I gave the audience a pitch about glass coffee makers. These were not used until the last four or five shows. Through the cooperation of the Oakite Co. we were also able to give everyone a sample of Oakite. We have since had several offers from soap companies and other national advertisers of free samples for our next series of shows. On our next series I am planning a shopping bag filled with samples as an additional audience drawing card. I have also had an inquiry from a large chair store offering cooperation on our next shows. Now that the shows are completed I have received letters from every distributor concerned expressing their satisfaction with the promotion. I feel that we all have received much more in advertising value than the costs represented.

Actual sales directly traceable to the promotion and made during the series of shows or in the two weeks following, included:

5	Ironrite ironers @ \$219.95 Blackstone washers @ \$365 Hotpoint and Kelvingtor		Gross Profit \$640 700
-	ranges	1,700	660
5	Caloric ranges	900	400
4	Hotpoint, Kelvingtor		
	refrigerators	1,150	275
1	Hotpoint dishwasher	379	133
	Totals	7,714	2,708

An event of this size is a lot of work, but it more than pays in cementing dealer-distributor relations besides building plus business for the department. An actual demonstration will really convince a customer who would remain cold to cut price, long term payments, or no-down-payment selling



The "butcher, the baker, the candlestick maker" along with a host of other small businesses will find this new Webster Electric "Teletalk" to their liking as a time saver . . . further to their liking because it is a quality unit at a low, reasonable price. Special departments of large businesses also find that it meets their requirements.

Dealers find that it is more profitable to handle and sell quality intercommunication . . . it builds good will and gives customer satisfaction. Those interested should write for full information on open territories.

*Where fewer speakers are required, the price is less. Price shown is less installation.

WEBSTER W



ELECTRIC

Webster Electric Company, Racine, Wisconsin. Established 1909. Export Dept., 13 E. 40th St., New York 16, N. Y., Cable Address: "Arlab," New York City

"Where Quality is a Responsibility and fair Dealing an Obligation"



Dishwashers Door-to-Door

-CONTINUED FROM PAGE 59-

confident and enthusiastic about it, then you can't miss properly demonstrating.

About the third day after the 10-day free trial installation, each salesman calls back—in person. On the sixth day, he phones for an appointment for the seventh, which is the day to close the sale. Persistency is the mark of a house-to-house salesman. If he can't close on the seventh day, perhaps he can on the eighth, ninth, or even tenth. If there's no sale by the tenth, the customer is notified that the machine will be picked up. However, it's general practice to leave the appliance at the home another two days—just in case.

Salesmen's compensation is important. G-E suggested its dealers pay a minimum of ten percent commission, but this is actually too low to interest the best salesmen. Dealers themselves sometimes discouraged salesmen by giving low commissions. Ten percent was about the minimum on a \$169.75 item (the dishwasher), with 15 percent (\$27.00) the highest commission. On other than the portable dishwasher, the usual eight to ten percent commissions held.

Dealer "conditioning" was again needed to convince the skeptical that high commissions paid dividends. Crew managers should receive an override of two percent when they developed crews of four or more salesmen, the distributor maintained.

The distributor even made it easier on its dealers to offer bigger commissions on the dishwasher by offering \$10.00 to each dealer on the purchase of a dishwasher—to cover the salesmen's compensation for conducting and securing the home trial—and subsequent salesmen calls—whether he sold an appliance or not.

Here's a schedule of compensation which G-E canvassers received, even though no sale was made:

Home Trial Demonstration When No Sale is Made:

Securing home trial and making demonstration \$3.00 First call back—third day \$2.00

Total \$5.0



"NOW WHEN THE ROASTER IS TURNED ON. YOU CAN TELL WHETHER OR NOT THE LIGHT'S WORKING-RIGHTY"



"PERHAPS, MR. HIGH-AND-MIGHTY, YOU NEVER HEARD OF SUCH A THING AS A 'BUYERS' MARKET'?"

Home Trial When Sale is Completed:

demonstration First call back—third day	\$3.00 \$2.00
Second call back—and sale closed	\$2.50

This, of course, does not include the regular commissions—a suggested ten percent, with eight percent absolute minimum.

Some other sales facts learned from the house-to-house campaign: When a dishwasher is sold in a dealer's store without a home trial, a home demonstration should take place in the home after the sale, to be sure the customer understands how the appliance works. A salesman, not a demonstrator, makes this demonstration. It gives the salesman, a chance to get into a customer's kitchen—where he may get additional orders. The same compensation for demonstrator—even though the sale was made on the dealer's floor.

Demonstration \$3.00
For calling back on third day \$2.00
Door to door canvassers found that
for the majority, the local dealer's
name didn't bear enough weight with
the housewife to keep the door open;
but the national-association "General
Electric" did. Thus, the salesman's line
began best by naming a major appliance manufacturer—"This is a General
Electric product," followed by the
name of the neighborhood dealer whom
the salesman represented.

The canvass proved another thing; good salesmen can be had, but they must be handled correctly by dealers.

In a number of instances dealers acquiring new salesmen from the G-E training classes neglected to provide an adequate supporting program; consequently, initial selling enthusiasm was lost because the dealer thought the new salesman could carry the load by himself.

After several months of the canvass, G-E's dealers are now "conditioned" and almost 80 percent of the trainees placed with the dealers are still on the job.

End

They Get Results from a Radio Show

-CONTINUED FROM PAGE 71-

Holden's last week that he gets lots of folks in his store asking how to find Holden's carriage barn appliance store. Fred Holden said, 'I suppose you tell them to rush the other way Perley laughed, 'Sure, sure,' he said, 'What did you think?' Old friends, they like to kid back and forth-but seriously, I guess I better tell all you listeners how to get to Holden's. If you are coming in from Montpelier, go right up through the city past the Post Office on South Main Street, and keep on until you see a yellow traffic blinker. Look to your right, and there, a short distance in on Ayers Street, you will see a white store with the sign 'Holden's Refrigeration'-you can see it from South Main Street. Usually there will be a half-dozen cars parked on the street in front of it, so you can't miss. . .

Demonstration Minded

The Fred R. Holden Co. holds demonstrations before clubs and other groups, participates in fairs and farm meetings, and goes in for the showmanship and promotional activities that up-to-date dealers elsewhere are now using. A staff of four full-time and six part-time salespeople keep busy with the leads unearthed by advertising and promotions. Salespeople spend much of their time doing outside selling. Payment is a straight 10 percent commission. In keeping with the Holden policy of "personalizing" members of the organization, Mrs. Holden writes into both her radio scripts and her newspaper advertisements frequent mentions of the "two curly-headed Irishmen on the staff," Francis Nerney and Frank Hackett.

Fred Holden has been in the electrical appliance business practically since he finished school. He was in the installation and service end for years. ("Fred can fix anything that's fixable," his wife says.) Getting into the sales end was an accident. About ten years ago the Holdens bought a new Bendix washer and Ruth was so enthusiastic about it that she collected three orders, from relatives and

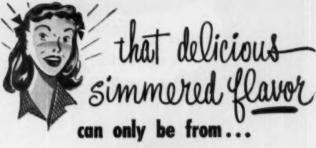
friends, for washers just like hers. She ordered all three and wangled a commission, and found herself in the selling business. She soon needed display space and had to take over the barn next door (now modernized into an attractive store, though too small for the business as it is today). Soon Mr. Holden was giving all his time to service and maintenance in conjunction with the family business. He claims, "I'm no salesman," but almost in spite of himself has caught the germ from his wife, and may frequently be heard to say, "Just sold a hot-water heater-(or a refrigerator, or washer)"-as the case may be.

The spirit of optimism pervading the establishment is all the more remarkable in view of the competition offered by the 20 or more outlets for appliances in Barre and its twin city, Montpelier, seven miles away. Then there's the rather sparse population of this section of New England, the entire State of Vermont claiming a total of only 371,000 residents. On the bright side, there's the large number of camps and resort hotels in the area, all of which form an excellent market for refrigerators, freezers, washing machines, water coolers and other appli-The Holdens have had a good ances. share of this business, having sold 18 coolers to adult and children's camps in the Lake Fairlee district of the state in the last three years. They have also sold 400 farm freezers and have outfitted some of the largest grocery stores since the close of the war. firm is said to be the largest singleoutlet dealer in Frigidaire refrigerators in the Albany district.

Asked to state concisely what radio advertising has done for the business she and her husband operate, Ruth Holden said: "It sells merchandise for us, profitably, preventing the necessity of price-cutting. It gets us volume, enabling us to buy in carload lots, reducing our overhead. It gets leads for our salesmen. Our radio advertising doesn't cost us a cent. It more than pays its way. Besides, we have fun with it."

End







WEST BEND'S New Electric

a versatile new appliance for many wonderful dishes

Baked beans with that old-fashioned flavor, slow-baked right in a real ceramic bean pot . . . they re really delicious! A recipe started in the evening is ready to serve next day.

Your customers will be delighted with the convenience of using it for such varied foods as cooked cereals, stews, soups, dried fruits or keeping recipes warm for serving. It needs no watching during cooking. Glazed ceramic bean pot is separate from heating unit—can be completely immersed in water. Separate Heat-rite base is perfect for warming coffee or keeping other foods hot. Polished metal cover has graceful brown plastic knob. 2 quart capacity. Overall height is 8"; diameter is 7½".

Bean Pot



Heat-Rite Base

Completely enclosed. Has 95watt electric unit. For 110-120 volts, AC or DC. Can be used separately as warming base. Made of chromium-plated steel. Has molded plastic feet.

See your distributor or write us today . .

WEST BEND Muminum Co

Easiest to sell in any market! Porcelined.

FOWLER WATER HEATERS ARE EASY TO SELL! . . hecouse

When you sell fawler you sell persolain-lined heaters at supply clean, hat water — completely free of rust and

Built for dependable service. Fowler water heaters will provide your customers with efficient, econo heating for years . . . and years . . . and years.

Fowler Electric Water Heaters offer these advantages:

TRIPLE, BUILT-IN INSULATION. Retains maximum heat

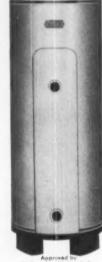
"BLACK HEAT" lock-on, external-type elements provide top efficiency and long life.

COPPER HEAT TRAP eliminates wasteful circulation of mbing system. GLASS-LINED TANK. Two coats of glass-like porcelain

caver inside of tank to protect against rust, corrosion. ADJUSTABLE AUTOMATIC THERMOSTAT beans water

20 YEAR PROTECTION PLAN backed by a national manufacturer with more than 35 years of water heater experience.

CAPACITIES: 5 to 80 gallons, (Table top models with 30 a capacities also available !



Fowler Gas Water Heater features include:

LARGE TANK CAPACITIES. Took sizes are "actual" - supply 22 gals., 33 gals., 44 gals. - 10% more than

many other heaters.

ECONOMY BURNER. Drilled, raised nort, cast iron burner, designed for

EXTRA HEAVY INSULATION. 21/2-15 YEAR PROTECTION PLAN.

OVER-SIZED TAPERED HEAT FLUE.

SNAP-ACTION AUTOMATIC THER-

AIR-PLOW BOOK tupplies maxi-

... more money in your pocket You can't miss with fowlet! Amozingly low-priced, Fowler Water Heaters have everything your customers want.

SELL FOWLERS Confact your local Fowler distributor for

DISTRIBUTORSHIPS OPEN: A few territories are now available for assignment to distributors. Write for complete details.

Manufacturing Company

2545 S.E. GLADSTONE PORTLAND 2. OREGON

NRDGA Meeting Hears Ford Outline **Electric Housewares Week Program**

Color ad in Post to open campaign which will extend from April 14-22

Plans for National Electric Housewares Week were given their first public showing last month at a meeting of the home furnishings and appliances group of the Na-tional Retail Dry Goods Assn. at the organization's annual meeting in New York. Stanley M. Ford, vice-president of Chicago Electric Mfg. Co. and chairman of the NEMA electric housewares section, Co. and chairman of the told the group that "department stores and other retailers desirous of obtaining their full share of the billion dollar opportunity in electric housewares will find it profitable to participate fully in the pro-

In concluding his address Mr. Ford proposed a four-point program which would allow retailers to capitalize on the future of the electric housewares industry. They included: 1) stocking and promotion of a full assortment of electric housewares including new products which have not yet gained general acceptance; 2) maintaining stocks and displays all year long; 3) adverdisplaying and selling the 'features" of the appliances rather than merely offering them for sale; and 4) full participation in Electric

Housewares Week, April 14-22. Promotion Plans, Kickoff for the "week" will be a four color, full-page industry ad in the April 15 issue of the Saturday Evening Post. The ad will pose the question "What are you getting out of life?" and will use a cut-away diagram of a house to show the variety of electric housewares which can be used in the home. Readers will be invited to stop in at their dealers to pick up a 'check list" of the very latest elec-

Supporting the ad is a full kit of promotional material, including a window streamer, a window or coun-

ter display, the check lists and a mat book. Also included will be a special plan book written by merchandising experts to help retailers develop effective store tie-ins with

Purpose of Drive. Mr. Ford told the group that the objectives of the April promotion are 1) to unify the industry in a common sales drive; 2) to eliminate the spring slump and sales distribute more throughout the year; and 3) to begin telling consumers as an in-dustry of the new electric housewares on the market.

Promotion kits will be available through electric housewares distributors. A complete kit costs \$2 while packages containing all the material except the display will be priced at \$1.

Almost 10,000 Appliances Ordered by Levitt & Sons

Levitt & Sons recently placed what is believed to be the largest electric appliance order in the history of the husiness with the New York branch of General Electric Appliances, Inc. The order covers approximately 10,-000 G.E. refrigerators, ranges and automatic dishwashers and totals over a million and a half dollars. Delivery is to be completed in 1950.

The Levitts have concluded plans for the immediate construction of nearly 5000 additional homes in the \$7,990 and \$17,500 price range. The latter home will include a 10 cubic foot refrigerator, push-button range and dishwasher. According to president William J. Levitt, electrical products were chosen "because we are convinced that anything non-electrical in a home today will render it obsolete long before it can be amortized."

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After 50 Years



OVER 800 friends attended a December dinner honoring John J. Caddigan (left) assistant vice-president of the Boston Edison Co. who has retired after 50 years in the Presenting him with a folder of 50 savings bonds is Boston Edison president James V. Toner

That's Right ...

MECK ISO-RAMIC TELEVISION

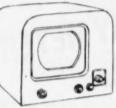
AND . . . STILL AT ROCK BOTTOM RETAIL PRICES!

Dealer discounts up to 40%... and absolutely no padded retail prices. We know this is the profit deal you need. Our survey of 5,000 dealers proves it . . . with almost unanimous agreement.

Stop trading dollars...start now to make yourself some real money out of TV—by getting aboard the MECK Profit Bandwagon! It's' the 1950 Television Line that gives dealers unheard-of discounts up to 40%—the longest margins in the entire industry!

The MECK Television Line is a complete line—giving your customers a wider choice of top quality TV. The performance is there—the style is there—the profit is there. Write—wire—or call TODAY—for the full story on MECK Television, the TV line that gives you DISCOUNTS UP TO 40%.









JOHN MECK INDUSTRIES, INC. PLYMOUTH, INDIANA



Beautiful Full Size Genuine Mahagany Cabinets— No "Make-Shift" Finishes or Construction

25° a day or an hour



- refrigerators
- · washing machines
- other electrical appliances
- **furniture**

A.B.T. COIN PAY METER

cost, completely automatic coin pay meter on the market

- Sell for 25¢ for 30 minutes; 25¢ for an hour; 25¢, 50¢, 75¢ or \$1.00
- Sell for 25¢ for 30 minutes; 25¢ for an hour a day . . . other timings available.
 Neon light indicator when in operation.
 Capacity—\$25.00 in quarters only
 Small and compact—25¢" x 45¢" x 556".
 COMPLETELY AUTOMATIC

USE CUSTOMER'S REFRIGERATOR TO COLLECT

YOU can SELL any and every type of electrical appliance (as well as other merchandise) with the A.B.T. COIN PAY METER by using the customer's refrigerator as the collection medium. It's simple . . . all your customer does is plug his refrigerator into the meter and the meter into the wall outlet, and deposit coins. TV sets can also be used as collection medium. (Guaranteed payment on your sales.)

Collections can be made monthly or use this COIN PAY METER as a "traffic builder" by having your customers bring the money into your store periodically. Their presence in your store will lead to "impulse buying" . . . increasing your volume.

Many alert dealers are now promoting and cashing in with this unique meter plan. The meter plan makes sales where everything else seems to fail. Here is a way for you to increase sales and profits. ORDER YOUR COIN PAY METER SAMPLE TODAY.

Distributors' inquiries invited. Illustrated literature and merchandising help is available upon request.

F.O.B. Chicago

A. B. T. MANUFACTURING CORP. General Offices and Factory: 715-723 N. Kedzie Ave., Chicago 12, III. FOR OVER 31 YEARS-

The World's Largest Manufacturers of All Types of Coin Control Equipment

Wiring the Waldorf



THREE ELECTRICIANS begin work on the task of wiring 100 G-E ranges into the grand ballroom of the Waldorf Asteria in preparation for the final bake-off in the Pillsbury "recipe" contest. Each of 100 finalists was required to prepare her recipe here for the judges. Scene at bottom shows ballroom after installation of the ranges.



Kelvinator, Morton to Join Good Home Program

Construction and furnishing of model homes in 300 to 500 communities is the aim of an ambitious campaign announced recently. The plan, called the "Good American Home Program", is the first of its kind to show the public not only the different types of homes available to those in moderate income levels but also how they can afford them.

Selected manufacturers will have the opportunity of displaying their products in the model homes. Selected retail outlets in each city will be able to promote the national brand names through local tie-ups in this unique program. Kelvinator division of Nash-Kelvinator Corp. and Morton Mfg. Co. will supply appliances for the kitchen.

Detroit Sample. The first local campaign got under way last month when eight demonstration homes were opened in Detroit. In each city the campaign will be sponsored by a local group; in Detroit the Build-ers Assn. of Metropolitan Detroit has taken over. Nationally the program is sponsored by two of the strongest groups in the home building industry, the National Retail Lumber Dealers Assn. and the U. S. Savings and Loan League.

In each community local researchers will make local cost-of-living surveys to budget expenditures for food, clothing, accessories and fur-nishings as well as the portion spent on the home itself. In Detroit the surveys have been conducted by students from Wayne University.

Demonstration homes will remain open for 30 days and admission fees, if any, will go to the United Cere-bral Palsy Assn.

The co-operating stores in Detroit have furnished each home with items which will fit the model budget prepared for it.

Kelv nator Participation. spokesman for the Kelvinator division of Nash-Kelvinator Corp. said that plans are under way for advertising and promotional support of the program locally and in national trade and consumer publications but that details were as yet incomplete.

Prices on the homes range from \$7,500 to a maximum of \$12,000.



CLARA ZILLESSEN

Clara Zillessen Retires After 35 Years' Service

Clara H. Zillessen, advertising man-ager of the Philadelphia Electric Co since 1928, retired from the electrical industry December 31, 1949.

In her 35 years' service in the electrical industry Miss Zillessen has actively participated in many national activities conducted by utilities and equipment manufacturers, and has contributed much to the advancement of public utility advertising practices. Under her direction the Philadelphia Electric Co.'s advertising department was expanded to include a Bureau of Exhibits and Displays and a very progressive Home Economics division. The advertising department of Phila-delphia Electric Co. under her supervision has consistently won national and regional awards in merchandise and promotional newspaper advertising as well as in commercial and industrial direct mail.

In addition to her duties as advertising manager, Miss Zillessea has been a consistent contributor to newspapers. tradepapers and national publications She has won numerous awards of perrecognition, among them coveted Josephine Snapp Award to the woman in the U. S. making the greatest contribution to advertising in 1938.

As a member of the Edison Electric Institute, she helped plan, write script for, and produce many movie films, among which was "The Life of Mr. Liversidge". She also edited the re-cent E.E.I. promotional movie "The Constant Bride." She has also been active in the E.E.I. Kitchen and Laundry Committee, and its predecessor, the Kitchen Modernizing Committee.

She has been active in many clubs and associations affiliated with advertising, and women's activities, and has held posts as chairman of the Women's Committee of the Penna, Electric Assn.; of the Women's Committee of the N.E.L.A.; past president of the Public Utilities Advertising Assn.; and of the Altrusa Club; former secre-tary of the Advertising Federation of America; a member of the Philadel-phia Club of Advertising Women; and was recently elected senior vice-president of the Philadelphia Electric Quarter Century Club.

R. S. McQueen Resigns As NuTone Ad Manager

R. S. McQueen has resigned as advertising manager for NuTone door chimes. He had been with the firm for two years, succeeding R. E. Wolke as advertising manager. Mr. McQueen has not divulged his future plans but intends to return to Chicago. His offices have been in Cincinnati.



HERE'S REAL HELP... in closing refrigerator sales!

JUST DEMONSTRATE THE "ROCK-OUT" FEATURE IN INLAND "MAGIC TOUCH" ICE TRAYS

It's so simple and fast . . . and so convincing! Just slip a "Magic Touch" Tray from a refrigerator on the floor. Ask the prospect to watch. Raise the "Magic Touch" lever. Tilt the whole grid into the "Rock-Out" position. There! A whole row of free, dry, separate ice cubes . . . one or more to be used now, the rest later!

You'll close more refrigerator sales with this amazing demonstration ... if the refrigerators you stock and sell come to you factory-equipped, completely, with "Magic Touch" Trays, all with the "Rock-Out" feature. Insist on that!

National magazine advertising will help you in 1950 . . . a strong campaign, with a balanced appeal to men and women. Cash in on it. Take full advantage of this pre-selling. It will be working on every prospect who comes into your store.

Don't neglect replacement profits. They're easy, quick and big. Many of your customers have outmoded, inconvenient ice trays. Sell them "Magic Touch" Trays . . . for a profitable sale today . . . and to lead to a refrigerator sale later. Order Inland Magic Touch "Rock-Out" Ice Cube Trays from your refrigerator manufacturer or distributor. Show your customers this easy "Rock-Out" method



"Magic Touch" lever



'Rock-Out" the grid





"Magic Touch" Ice Cube Trays

INLAND MANUFACTURING DIV., General Motors Corporation, Dayton, Ohio





MODEL C-10 LIST \$8.95

SELLS BY EAR!

Here's a fundamental improvement in tone—and that's where improvement counts when you're selling door chimes. Cathedral Tone is warmer, friendlier, than any chime you ever heard. The secret is Liberty Bell's exclusive Resonance Magnifier, an ingenious device that brings out the lovely timbre and mellow overtones of a true cathedral chime. Miles ahead competitively, with that \$8.95 price tag.

Cathedral Tone operates on any standard 10-volt bell transformer, sounds two notes for the front door, one for the rear.

We're talking up the Liberty Line with national advertising in such magazines as Better Homes and Gardens and House Beautiful.

Liberty Bell offers a complete line of sensiblypriced door chimes from \$2.95 to \$19.95. Write for current catalog.



Top General Electric Executives Retire

Retirement of several executives known throughout the industry, including vice-presidents in charge of two of the company's operating departments, were announced by the General Electric Co. as 1949 drew to a close. Martin L. Sloan, vice-president

Martin L. Sloan, vice-president of the G-E lamp department, retired on December 31 after nearly 40 years of service. Dr. Zay Jeffries, vice-president in charge of the chemical department, retired on the same day after 35 years association with

the company.

Dr. Matthew Luckeish, director of G-E's lighting research laboratory for the past 25 years and generally regarded as the world's foremost authority on light, color, lighting, vision and seeing, retired in December. He is known as the father of the "science of seeing" which has served as the basis for the Better Light—Better Sight movement.

Dr. Irving Langmuir and Dr. Albert W. Hull have retired as associate director and assistant director respectively of the G-E research lab. They will continue to serve as consultants.

Other retirements in the lamp department included N. H. Boynton, sales consultant in the administrative staff; Donald H. Wyre, manager of the Allegheny sales district; and Harold D. Blake, technical director of the lamp development laboratory.

NAED Releases Booklet For Hiring Salesmen

A booklet designed to help appliance dealers recruit salesmen has been published by the National Association of Electrical Distributors. Produced in an attractive, easy to read style, the pamphlet aims at telling young men about the opportunities in the retail appliance field, discusses the size of the market, outlines the "art and fun" of selling and emphasizes the importance of the role the salesman plays in economic life.

The pamphlet may be obtained from the National Association of Electrical Distributors, 500 Fifth Ave., New York, 18, N. Y. It is priced at 15 cents per copy for up to 99 copies, 12 cents apiece for orders of between 100 and 499 copies and 10 cents each in orders of 500 or overs (21 prices E.O. R. New York).

or netween 100 and 499 copies and 10 cents each in orders of 500 or more (all prices F.O.B. New York). Managing director Charles G. Pyle has announced the appointment of two well known figures in the appliance industry to the staff of the Association. J. G. Johannesen, who retired three years ago as vice-president of General Electric Supply Corp., will serve in a consulting capacity while Phillip M. Pritchard, formerly director of sales for Victor Electric Products, Inc., will travel throughout the country as a special NAED representative.

The Association has again advocated prompt repeal of existing excise taxes on electrical products.

Blast at the Back Door



OPPOSITION to "back-door selling" is emphasized in this "policy" distributed by Louis O. Bowman, Inc., to retailers in the Richmond (Va.) area.

New Orleans Association Elects Officers for 1950

Harry B. Lackey has been elected president of the Electrical Association of New Orleans. Other officers elected include Hutson Colcock, executive vice-president; R. F. Wright, George F. Sins, Carl Nussbaum, S. F. Fontenelle, and F. H. Blue, Sr., vice-presidents; W. E. Clement, director of publicity; E. H. Mowen, secretary; and I. W. Tufts, treasurer.

Nebraska-lowa Group Names New Officers

Paul Constant, Ohaha, has been elected president of the appliance dealers' association, a division of the Nebraska-Iowa Electrical Council. R. W. Dean, Jr., Council Bluffs, was named vice-president while C. V. Jansen, North Bend, Neb., was elected secretary. John Church of Omaha is treasurer.

Inland Empire Groups Elect 1950 Leaders

Claude Edgren, Colfax, Wash., has been elected president of the Inland Empire Electrical Dealers Association, succeeding R. W. Burch, Coeur d'Alene, Ida. Stanley Densow of Spokane was named vice-president with F. A. Tool of Spokane, being re-elected secretary. W. J. Maghan, Spokane, remains as treasurer.

Elections in the various chapters of the Association have also been completed. Robert Whiteley heads the Coeur d'Alene chapter; Harley Steiner is president of the Lewiston group. Willis Shaver heads the new slate of officers in the Palouse chapter while Vern Barney is president of the Stevens branch. M. E. La-Counte has been named president of the Spokane chapter while T. H. Bonk heads the Big Bend group.

Alabama Dealers Group Selects 1950 Slate

W. E. Krechel has been elected president of the Jefferson County Retail Appliance Dealers Association, Birmingham, Ala. He will be assisted by Hendon Ellis, vice-president, and Mrs. Lula Grace, secretary and treasurer.

Electric Show Observes Kansas City's Centennial

The Kansas City Exposition of Electrical Progress, scheduled for March 8-12, will be a part of the celebration bonoring the city's Centennial and will be the first major event of the centennial year. The electric industry will help celebrate the occasion by portraying 100 years of development with Kansas City. The Exposition is held in cooperation with the Electric Association of Kansas City. Site for this year's show is the Municipal Audito-



2 Marvelous New

to Spark Spa

Exciting! Live! Positively nothing like this ever before! Sentinel here shows you the way to reach and hold profitable volume throughout the winter and spring! Two new models that round out the red hot Sentinel line. All priced to give you the fast turnover that you need. Contact your Sentinel Distributor or Sentinel directly—now!

Sentinel Radio and Television



DISTRIBUTOR

CLEMENTS MFG. CO.

Dept. B, 6666 S. Harregansett Ave., Chicage 38, III. Since 1911, sold only by reliable dealers and distributors.

LETTERS TO THE EDITOR

"Grass Roots Cooperation"

To the Editor:

I want to add a special word of congratulations on your splendid editorial in the December issue entitled, "Grass Roots Cooperation".

I think you are 100 percent on the score of your tribute to the promotional efforts that have been so successfully carried on for many years by the local electrical league groups, and especially by the untiring efforts by the men who direct their work. There is no question, as you have pointed out, that interdependence really has been put to work to the betterment of all branches of the industry at the local level.

We all remember that in October 1944, NEMA brought out the Declaration of Electrical Interdependence which this Association (then N.E. W.A.) was the first to endorse.

As a sort of postscript to your fine editorial, I should just like to add the thought that the interdependence idea has, in fact, been put to constructive work in terms of projects originated by trade associations.

Specifically, the suggestion for the forthcoming Electric Housewares Week in April was proposed at a meeting of this Association's Electrical Housewares Committee in January 1949 and we expect to take an active part in that cooperative promotion.

Our Appliance Sales Booster on home freezers might well be singled out as a case in point on the score of the interdependent phase of our Sales Booster program which is designed to help our members and dealers do a better selling job. This issue was reprinted three times to fill the extensive demand from electrical leagues and a great many manufacturers, one of whom obtained nearly 10,000 copies to distribute to all his dealers.

Along the same line I might add that earlier in 1949 we were asked by

NEMA if we could develop, with them, a Supply Sales Booster on the subject of Automatic Time Switch Control. We were glad to accept. The publication has been produced and very extensively used for the benefit of member companies of the NEMA Section, and it has also been widely used in the electrical contracting field.

I am sending you a copy of the most recent N.A.E.D. publication—a book-let written specifically for electrical dealers to help them attract more qualified young men into the field of selling to help them and all the industry succeed at our No. I job. That, too, we feel is another example of interdependence in action.

.

Again our sincere thanks to you for a very fine job of saying in print something that needed to be said for a long time. In addition to the point I have tried to make in this letter, I think it only fair to state that you and other editors of our leading electrical industry trade papers have for years done the kind of a splendid editorial job that is interdependence in action for the simple reason that it helps your readers do a better business job all along the line.

Charles G. Pyle, Managing Director National Association of Electrical Distributors 500 Fifth Avenue New York 18, N. Y.

Kw.-Hr. Television Load

To the Editor:

As Chairman of the Television Committee of the Edison Electric Institute, I feel that I should write to you concerning Dan Halpin's article on page 69 of your December issue. In this article Dan points out that the average television set will add somewhere in



VACUUM CLEANE

the neighborhood of 30 kw.-hr. per month to the residential load.

One of the major projects that the E.E.I. Television Committee has undertaken for itself is the determination of the net kw.-hr. increase in the home resulting from the installation of a television receiver. (And it is a major project, as we can well tell you after getting into the many factors involved).

Although our studies are not yet complete, we have enough information to enable us to say that the increased load is something considerably less than 30 kw.-hr. a month. We hope to have specific figures available for publication within the next six months.

Much as we'd like to agree with Dan on his figure of 30, we're afraid that we can't. I wonder if you wouldn't want to make some mention of the difference of opinion on this figure so that no one is misled by too high a figure.

> FRANK C. PESVEYC Sales Promotion Manager, (Chairman-E.E.I. Television Committee)

Public Service Electric and Gas Co. Newark, N. J.

Wisconsin's "Plumber Trouble"

To the Editor

My attention has been called to an article appearing in the November issue of ELECTRICAL MERCHANDISING regarding "Plumber Trouble", page 53. I thought possibly you might be interested, since you covered the problem so thoroughly in your November issue, in the development in Wisconsin.

We in Wisconsin are suffering from this "plumbers' monopoly" in all the degrees that you so ably presented in your article. Therefore, in desperation, we decided to ask for justice in our courts. We made installations of six softeners, requested a permit and after installation requested in spection. We finally secured an arrest in order to get a case into the court. The lower court fined us \$100.09 and costs but admitted that there were extenuating circumstances. The case has been appealed to the Wisconsin Supreme Court.

I am enclosing letters that we sent to several hundred interested parties throughout Wisconsin. Our response to these letters has been most encouraging. I am also enclosing a photostatic copy of two editorials appearing in the two local daily papers commenting on the case. The Capital Times is generally recognized as a liberal labor minded daily paper and the Wisconsin State Journal is generally recognized as a conservative paper. They usually disagree in their policies. However, in this case they seem to be in accord as per the enclosed copy.

I am enclosing this information as I thought it might be of interest to you and your readers. At least I want you to know that in Wisconsin we are trying to do something to break up this "plumbers' monopoly". We do not think it was the intent of the Legislature to grant this special privilege to any one pressure group.

W. C. CLACK
Clack Water Treatment Service
Madison 5, Wis.

THE HIT OF THE SHOW-

· · in Chicago

KAY-WAY



The Sensational, New, Portable Dishwasher that REALLY DOES THE JOB!

Now you can cash in on the terrific mass market that awaits the first good, low-priced, portable disbwasber! Wait no longer . . . get set for big profits in '50 with KAY-WAY! Washes dishes sparkling clean and rinses them—in just 2 minutes

flat! Washes 28 dishes and glasses, plus all the silver. Perfected water-pressure principle . . . no motor . . . no maintenance expense. Kay-Way sells and stays sold.

Distributors ask us about available territory

LET KAY-WAY SET YOU UP FOR BIG PROFITS IN '50 ... WRITE US TODAY!

KAY-WAY CORP.

124 W. NEW YORK ST.

INDIANAPOLIS, IND.



LATEST OFFICIAL MARKET DATA

help dealers boost refrigerator sales and trade-in profits during 1950!

THE TRADE-IN "BLUE BOOK" INSURES PROFITS ON SALES BECAUSE:

- It lists and illustrates over 2300 models of domestic type refrigerators so that they may be readily identified by the dealer. Guesswork as to age or model is eliminated.
- It gives a fair, conservative value to each model listed and eliminates the danger of excessive allowances.
- Its neat and complete make-up impresses the dealer.. and in general its appearance and lists serve as an effective antidote for the customer's inflated sense of value of his "trade-in". SEEING IS BELIEVING:
- Its trade-in appraisal values are designed to let the dealer MAKE A PROFIT on his replacement sales.
- It contains a complete editorial section which tells the dealer how to trade refrigerators profitably.

One trade in properly executed on the basis of prices established in the Blue Book will pay for the cost of a book many times over.

NRDER

- COMPLETE ILLUSTRATIONS-SPECIFICATIONS
- · LISTS OVER 2300 MAKES AND MODELS
- · ASSIGNS FAIR TRADE-IN VALUES
- . TELLS HOW TO RECONDITION TRADE-INS
- FREE DEALER SERVICE BUREAU

The automobile industry has used a "Blue Book" of Trade-Ins successfully for 35 years. Profit by experience and use the "Blue Book" of refrigerator trade-in values.

The Original." Published since 1938 ----

	AL REFRIGERATOR 1		
Exclosed P	Sease Find: [] Check	☐ Money Order	
NAME			

NATIONAL REFRIGERATOR MARKET REPORT, Inc.

This book may be obtained from your distributor or refrigerator manufacturer... or you may order direct by using this

Mail with your check or money order. We pay the postage,

NEW POSITIONS

General Electric Co.



FRED HAROFF



1

White Products Corp.

A. D. VINING



MONTE M. WHEELER

Fred F. Haroff, general manager of General Electric's lamp department has been elected a vice-president of the company. He succeeds Martin L. Sloan whose retirement became effec-

tive December 31.

Monte M. Wheeler has been appointed sales manager of the company's automatic blanket and sunlamp division. He joined G-E in 1947 as sales representative for heating devices

Edward T. Carvill has been named assistant manager of G-E appliance sales in the company's southeastern district. He was formerly sales representative for G-E heating devices in

Philadelphia. Warren P. Thayer, formerly manager of the lamp department's midwest sales district in Kansas City, has been named to succeed Donald H. Wyre as manager of the Allegheny sales district. Mr. Wyre retired in December,

David Davis, formerly corporate radio and television manager for all R. H. Macy stores, has been named merchandising coordinator for radio and television receivers in G-E's electronics

Speed Queen Corp.

Three new sales representatives for mplex ironers have been appointed, Albert M. Solen will cover the Denver, Salt Lake City, Boise, Grand Junction and Phoenix distributing areas, E. I. Jones will handle the El Paso, Dallas, Houston, San An-tonio, Corpus Christi and New Orleans territories while Tom Fiedler will be in charge of the Oklahoma City, Little Rock and Memphis area.

A. D. Vining has been named general manager of the White Products Corp. Before coming to White, Mr. Vining was assistant sales manager at the Gibson Refrigerator Co.

Crosley Division Avco Mfg. Corp.



CLARENCE G. FELIX

Clarence G. Felix has been appointed assistant to the general manager of the Crosley division, Avco Mig. Corp. He has been with Cros-ley for 22 years and was most recently works manager of the firm's Cincinnati plant.

Tele-tone Radio Corp.

James N. Ryan has been named assistant general sales manager of Tele-tone Radio Corp. Mr. Ryan was for-merly assistant sales manager of Eagle Electric Mig. Co.

Magnavox Co.

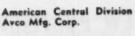
Appointment of five district sales anagers has been announced by the Magnavox Co. Ben Clark, formerly sales manager in the New York territory, has been appointed district sales manager in the St. Louis area. Richard L. Hoffman will occupy a similar po-sition in Milwaukee. Mark L. Crum istion in Milwaukee. Mark L. Crum is in charge of the Cincinnati territory while Gene Wright has been made district sales manager for the Los Angeles area. Robert J. McDonald has been named to the same position in Philadelphia.

HOW

Kelvingtor Division Nash-Kelvingtor Corp.



CHARLES J. COWARD







J. C. BONNING



W. KLEE GRUMBINE

Charles J. Coward, who has been director of advertising and sales promotion for Kelvinator since 1940, has been named merchandising manager and will be responsible for all merchandising activities on Kelvinator household products and the overall advertising and sales promotion pro-gram for the Kelvinator division.

C. Bonning, who has been assistant director of advertising and sales promotion, has been named advertising and sales promotion manager, F. J. Worden succeeds Mr. Bonning.

R. B. Trick, home freezer sales manager, and H. A. Willis, range sales manager, will assist Mr. Coward on merchandising. D. A. Packard, household sales manager, assumes addi-tional overall household management responsibilities.

Howard Jones has been named manager of American Central's new spe-cialty products sales department and will have charge of the sales of disposers, ventilating fans and similar specialty items.

W. Klee Grumbine has been ap-pointed manager of the new product service and installation department. His new responsibilities include formulation of national service policies and planning and execution of service and installation programs.

Kenneth R. Cook, formerly assistant distribution manager, has been made director of a newly established sales

Three new regional sales offices have cen established as part of American Kitchens' expanding sales plan. The offices are in Chicago, San Francisco and New York. A fourth office will be

opened shortly in Atlanta.

John B. Taylor and James A. Craig have been named regional managers in San Francisco and New York.

Detroit-Michigan Stove Co.



L. E. Clancy has been appointed director of sales for the Detroit-Michigan Stove Co. He was formerly sales manager of the company's Garland commercial range division and prior to that was advertising and sales promo-

York Corp.

Raymond K. Serfass has been named assistant general sales manager of the York Corp. He was formerly indusmanager of the company's North Atlantic district. He has been succeeded in that position by Alvin N. Barnes, Jr., who has been with York for nearly 30 years.

Berns Mfg. Corp.

Two new manufacturers representatives for the Air King line of ventilating fans for homes, offices, stores and factories have been appointed by the Berns Mig. Corp. Thomas L. Sulli-van will cover Michigan and Ohio while Jules J. Dreyfuss & Sons will



Right this minute-in your own business area-thousands of dollars' worth of profitable appliance sales are pending . . . in new construction where electrical appliances will be bought. You can pocket these appliance profits by using DODGE

When you use DODGE REPORTS, you can be first in the right place-at the right time; you know who to see and when to see them. You get vital sales-making information that leads you straight to these active prospects.

You are told exactly what construction projects are under way in the area you specify-who is involved in each project (name of owner, architect, engineer, contractor) - where and when to contact proper individuals for presentation of your proposition.

This is information TO HELP YOU SELL. It saves you time and "leg work." It enables you to approach going-to-buy prospects with a sales talk based upon known facts-at the proper moment for effective results.

Let us show you, without obligation, how DODGE REPORTS can help you put these added appliance profits in your pocket.





Rotashelf

(Patent Applied For

Corner Base Cabinet with Rotating Shelves



1 paid-and turn opini d

Rotashelf, originated by Morton designers, is one of the many features that make the Morton "Kitchen-of-the-Year" so outstanding. It converts "dead" corner-cabinet space into a useful "live-storage" area for literally dozens of cans, bottles and jars!

Out of sight, yet always at hand, the rotating 3-shelf unit swings into easy reach with less effort than opening a drawer. ROTASHELF is made entirely of steel, and is finished with two coats of baked-on enamel to match the finish of other Morton Base Cabinets. Shipped fully assembled, ready for easy installation with standard Morton Corner Top.

Only Morton Has Rotashelf

ROTASHELF is an exclusive Morton product. It brings new extra sales-and-profit possibilities to every Morton dealer. It fits perfectly into the Morton Unit Sale Plan. Ask your Morton-Kelvinator distributor for full information—or write us direct.

MORTON
MANUFACTURING COMPANY
3123 West Luke Street, Chicago 44, Ill.



NEW POSITIONS

Philco Corp.



LARRY F. HARDY

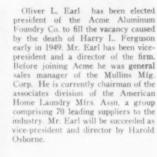


Acme Aluminum Foundry Co.

OLIVER L. EARL



F. D. OGILBY



King Refrigerator Corp.



JOSEPH H. GILLIES



HAROLD R. BASSOFF

Larry F. Hardy has been named president of the television and radio division of Philoo Corp. Mr. Hardy joined Philoo in 1932 and in 1944 was made vice-president in charge of the television and radio division.

Frederick D. Ogilby has been appointed vice-president in charge of sales for the television and radio division. He has been manager of television sales. Mr. Ogilby joined Philco in 1931.

Joseph H. Gillies, vice-president and a member of the board of directors of Philoc Corp., will assume full responsibility for all operations of the television and radio division and has been named vice-chairman of the executive committee of the division.

Eagle Electric Mfg. Co.

Philip Wieneck has been named representative of the Eagle Electric Mfg. Co. in the Chicago area. Harold R. Bassoff has been named vice-president in charge of sales for the King Refrigerator Corp. He was formerly buyer of major appliances for Abraham & Straus, Brooklyn.

Automatic Firing Corp.

James J. Lee, sales manager of the Automatic Firing Corp, since 1945, has been elected vice-president of the firm. He was formerly with the St. Louis Board of Education and the Firestone Rubber Co.

Hotpoint, Inc.

Walter Sormane has been appointed sales manager of the commercial cooking equipment department of Hotpoint, Inc. He was formerly general sales manager of the Conco Engineering Works.

Perfection Stove Co.



WALTER M. BARBER

11

Herman Nelson Corp.



ROBERT F. DE LAY

Robert F. DeLay has been named

Walter M. Barber has been appointed sales promotion and advertising manager for the Perfection Stove Co. He has been with the firm since 1915 and has been manager of the Cleveland district sales office since 1942.

Richard Vane has been added to the firm's sales staff in the Cleveland district and will represent the company in the Detroit area.

the Detroit area.

W. H. Nichols will succeed Mr. Barber in Cleveland.

Holcomb & Hoke Mfg. Co., Inc.



DOUGLAS G. MUIR

manager of advertising and sales promotion for the Herman Nelson Corp. He was formerly advertising manager for the Victor Animatograph Corp.

Zenith Radio Corp.

James M. Scales has been appointed district sales manager for Zenith's northwestern territory. A veteran of over 18 years in the radio and appliance business, Mr. Scales was most recently general sales manager for the Lee J. Meyberg Co., San Francisco.

Hamilton Mfg. Co.

Carl L. Blake has been appointed regional sales representative for Hamilton dryers in Montana, Wyoming, Idaho, Arizona, Utah, Colorado, New Mexico and western Texas. Mrs. Helen Tangen has been named director of home service for the firm.

Air King Products Co., Inc.



SAMUEL OLCHAK

Alex S. Carroll has been named manager of the Silent Breeze ventilating fan division of Holcomb & Hoke Míg Co., Inc. and Douglas G. Muir has been made sales manager for the division.

Swartzbaugh Mfg. Co.

Several territorial realignments in the representation of Everhot electrical housewares have been announced by the Swartzbaugh Mfg. Co. The Frank W. Collins Co., Atlanta, Ga., have been named factory representatives serving 76 distributors in Georgia, Alabama, Florida and the central and eastern sections of Tennessee. South Carolina has been added to the territory of the S. T. Schoolar Co., Charlotte, N. C., while the West Virginia territory has been transferred to the Cincinnati office of the Frank S. Howard organization.

Seth Thomas Clocks General Time Corp.

David Lash has succeeded G. Spencer Brown in the Seth Thomas Chicago office. Mr. Brown retired January 1 after 50 years of selling clocks. Samuel Olchak has been named advertising and sales promotion manager for Air King Products Co., Inc. He will retain associated duties of his previous position as commercial service manager.

Edwin F. Guth Co.

Frank Moos and Rene M. Moisson have been appointed area representatives for the Edwin F. Guth Co. Mr. Moos will cover Maryland, Virginia, and the District of Columbia; Mr. Moisson will handle the New England area.





because SEW-QEM "Miracle Hook" IS GUARANTEED NOT TO LOCK, CLOG OR JAM - EVER!

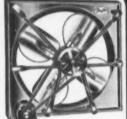
Check these EXCITINGLY NEW EXCLUSIVE PATENTED FEATURES FOUND ONLY IN SEW-GEM

- · "Susie" Full Rotory MIRACLE HOOK
- . RIGHT HAND BOBBIN
- . SILENT SYNCHROMATIC CHAIN DRIVE

It will pay you to investigate SEW-GEM'S complete cabinet line. Write today for complete details.

* SEW-GEM IS ADVERTISED ON FIVE BIG NATIONAL RADIO SHOWS - Stop the Music . Queen for a Day . Sing it Again . Bride and Groom . Betty Crocker.







FINDOW FANS



DAYTON FAN LINE Is Tailor-Made For **Price-Minded Dealers**

AT BETTER-THAN-AVERAGE DISCOUNTS. Dayton can supply 90% of your fan requirements through 40 coast-to-coast warehouses—convenient for pick-ups and 24-hour shipping service

Your big discounts on the low list prices on fans illustrated and list below are typical Dayton Fan

ATTIC FANS, VERTICALLY MOUNTED

Blade	CFM	HP	Stock No.	List
24"	4.500	1.4	1C829 4K215	\$61.00
30"	7,500	1/4	1C783-4K215	70.00
36"	9.600	1/3	1C771-4K222	82.00
42"	12,000	1/3	1C779 4K222	105.00
48"	16.200	1/2	1C809-4K154	140.00

HORIZONTALLY MOUNTED ATTIC FANS 1C890 4K298 1C891 4K298

	WINDOW	FANS,	BELT-DRIVEN	TYPE
22	3,700	1/4	1C892 4K21	5 50.00
24	5,500	1/4	1C893 4K21	5 57.00

20" 2-WAY, WINDOW FAN 4F223 2.000 1 20

All Dayton fans, including a complete line of air cir-Price Resole-Dealer Motor Book—arder samples now.
Made and guaranteed by Deyton Electric Manufacturing Company, Chicago

DISTRIBUTED EXCLUSIVELY BY W. GRAINGER, INC. 40 COAST-TO-COAST WAREHOUSES HOME OFFICE: CHICAGO 6

Lewyt Corp.



John O'Donovan has been made retail merchandising manager of the vacuum cleaner division of Lewyt Corp. Mr. O'Donovan, who was formerly with General Electric, will devote all his time to the operations of the Lewyt Outside Selling Plan.

Landers, Frary & Clark

Eight district managers for the portable electric appliance division of Landers, Frary & Clark have been appointed. They include: been appointed. William H. Bond, Chicago; Clifford E. Glader, Milwaukee; Ray E. Primmer, Indianapolis; Ralph E. Woodard, Minneapolis; A. H. Ullrich, Kansas City; Earl D. Sargent, Detroit; Fred B. Walrath, Pittsburgh: A. V. Elkin, Birmingham.

Refinite Sales Co.



C A SPAULDING SR

C. A. Spaulding, Sr., has been appointed sales manager of the house-hold division of the Refinite Sales Co. He will direct activities of the company's salesmen and representatives in stimulating water softener sales among wholesalers and dealers.

Hamilton Beach Co.

Fletcher K. Harper has been named regional representative for the Hamilton Beach Co. in Maryland, Virginia, the District of Columbia and part of West Virginia.

Westinghouse Electric Corp.

Raymond E. Miller has been named supervisor of sales training for household refrigeration for the Westinghouse electric appliance di-Mr. Miller, formerly with WESCO, will be responsible for the development of sales training material for the Westinghouse line of household refrigerators and home

Stanley J. Stephenson has been named merchandise manager for electric ranges by Westinghouse. He will be responsible for the development and execution of sales programs on the product. He has been with WESCO since 1941.

.

John J. Hassay has been named a factory representative for Westing house small appliances in the firm's central district sales area.

Ralph R. Cheney has been named manager of a newly created Milwaukee lamp sales division of the Westinghouse Electric Corp. He has been Chicago metropolitan manager for the lamp division.

Domestic Sewing Machine Co.



CHRISTIAN A. LANGE

The election of Christian A Lange, sales manager of Domestic Sewing Machine Co., since 1946, to a vice-presidency has been an-nounced by Dodge Barnum, president of Domestic. Mr. Lange has been active in the electrical appliance field for the past 16 years.

Sparks-Withington Co.

John Eberhardt has been named a Sparton district merchandiser for ouisiana and Mississippi. He has been in radio and appliance mer-chandising for 22 years, 18 of them as manager of the major appliance division of Maison Blanche department store, New Orleans.

Murray Williams has been named district merchandiser for the state of Georgia. He has had 12 years experience in the appliance field.

Schaefer, Inc.

Marvin O. Symons has been appointed district factory representative for Schaefer, Inc., on the Pacific Coast.

RCA Victor Division Radio Corp. of America



RALSTON H. COFFIN

11

Ralston H. Coffin has been appointed director of advertising for the RCA Victor division of Radio Corporation of America. He is a veteran of 19 years in the advertising field, having been an account execu-tive with McCann-Erickson, Inc., for the past five years.

Gibson Refrigerator Co.

As a part of its program to capture a larger share of the major apphance market, the Gibson Refrigerator Co. has announced an increase in the number of its regional sales

William H. Dennison, former divisional sales manager in the south-west, has been named manager of the western division and is replaced in the southwest by Don D. Shonn. formerly at the firm's sales head-quarters. Ed Byrne has taken over the southern division. Two new division managers, John H. Davidson and Robert Sanford, have been added in the east. Arnold Baldwin is now responsible for a new sales division covering the Columbus, Cincinnati, Dayton, Louisville and Indianapolis markets. George Jaud has taken over the division covering western Pennsylvania, eastern Ohio and West Virginia.

Remington Corp.



E. A. BONNEVILLE

E. A. Bonneville has been appointed general sales manager of the Remington Corp. He was formerly with the Barcalo Mfg. Co. and has been connected with the merchandising of refrigeration, air conditioning and appliances since

Cory Corp.

Dan Whiteley has been appointed a field sales supervisor for Cory Corp. He will coordinate activities of Cory territorial managers throughout the United States. He was formerly assistant to the domestic sales manager

for Cory. Ken Rutter has been named assistant sales manager of the firm's Cory products division. His primary responsibilities will be those supervising all administrative work in respect to the handling of the Cory national sales force. Lester Nielsen has been named

manager of the firm's Los Angeles territory. J. Walter Yarlett will cover Texas, Oklahoma and Arkansas for Cory, operating as part of the firm's newly formed Texas division. Howard Craham has been appointed to maintain contact with metropoli-tan dealers in New York City and

Boyd Merrifield has been named manager for Cory's San Francisco

Ranney Refrigerator Co.



O. ROBERT PERKINS

O. Robert Perkins has been appointed vice-president in charge of sales for the Ranney Refrigerator Co. He was formerly in charge of major appliances for Affiliated Re-

Du Mont Laboratories, Inc.

H. James Tait has been appointed castern states regional sales manager for the receiver sales division. Allen B. Du Mont Laboratories, Inc. He has been working out of the firm's New York regional sales office, han-

dling the Bronx-Long Island territory. Bill Scales has been made southern regional manager for the receiver sales division of the Allen B. Du Mont Laboratories, Inc. His headquarters will be in Dallas for the time being.

Frank A. Oberndorfer has been named assistant advertising and sales promotion manager for the receiver sales division.

Webster Electric Co.

J. J. Clancy has been named sales representative for the sound division of Webster Electric Co. in northeastern Indiana and southern Michigan.



Sell Install

COMFORT MASTER



Automatic Control for Oil Burning Space Heaters



Now your salesmen can develop NEW SALES TO OLD HEATER CUSTOMERS - and extra sales to new heater buyers - with the A-P COMFORT MASTER. Hundreds of oil heater users in your town will welcome this AUTO-MATIC TEMPERATURE CONTROL -- extra comfort and economy at the mere touch of a thermostatic dial. Already proved in homes throughout the country.

COMFORT MASTER is easy to install on any heater made since 1939, using A-P Model 240-D, U, or Y series manual controls. Just mount the "Auto-Heat Top" on the present manual control, and connect to Thermostat and Transformer.

A-P COMFORT MASTER Set Includes:

Heat Anticipating Thermostat, Auto-Heat Top, Plug-In Transformer, and all fittings. Model 240-ED for standard circulators, Model 240-ETS for fan-equipped heaters.

WRITE TODAY for the whole story on A-P COMFORT MASTER Automotic Controls for Oil Heaters — and complete Sales Helps.

COMFORT MASTER SALES ARE EASY

ith all these Merchandising elps! • Colorful Counter Colorful Counter
Display Cord for
Mounting Folders
If to Users A.P "Album"
A-P Equipped Oil Heatppliances Slide-Sound Ad Mals . A-P

AUTOMATIC PRODUCTS COMPANY

DEPENDABLE Controls OIL . COAL . GAS HEATING



serve stocks. Modernize-more with FLEXO-STEP. ible Wall Section Displays. NARDA Members contact your Chicago Office

ADD SALES CO.

"Side-Units" Also for Modern Flex-

to make 5'x5' and 5'x10' Islands.

714 Commercial St. MANITOWOC, WIS.

high base sections with sliding doors provide storage for re-



Appliances In the Magazines

WOMEN'S SERVICE GROUP

Waman's Hame Campanian

"Mrs. Parker Gets A New Dryer"by Bernice Strawn-Feburary Con nion-a Reader-Reporter's experiences with an automatic dryer, plus some useful short cuts for dryer use.

McCall's

"They Started to Remodel the Kitchen—Then Did Over the House" —by Mary Davis Gillies—February McCall's—a Lake Michigan family found they couldn't stop remodelling when they completed their modern automatic kitchen-laundry until the balance of the house was transformed to keep pace.

"This Is How I Keep House," by Elizabeth S. Herbert-No. 14 in a series-a New York woman with two babies shows how she solved her laundry problems in a doll-size kitchen. "You'll Get Good Coffee from the New Coffee Makers," by Mrs. Herbert, features the automatic electric vacuum and percolator types.

Good Housekeeping

"Managing an Automatic Washer (As Four Women Do It)"—by Helen W. Kendall—February Good House-keeping—how four different types of automatic washers are used efficiently by four different types of homemakers.

Parents'

"How Our Kitchen Loves Company," by Cecelia Budwig—Parents', February—kitchen modernizing, before and after.

True Story

"Time Clock Mother"—by Helen Budd—February True Story—a largecapacity refrigerator is a working-woman's best friend, says a Cincinnati working-homemaker.

Your Floors Look So Clean"-by Helen Budd-tracking in rain and snow is no cause for worry if you own an electric floor polisher or a waxer attachment for the vacuum cleaner.

HOME SERVICE GROUP

American Home

"Want to Save Up to 470 Hours a Year?-by Edith Ramsay-February American Home-how to save hours of labor in doing the laundry for an average family of four, giving time and motion studies on three different methods-first of a series of time and motion studies on basic home cleaning

"Kitchen With a College Education"
—by Elaine Knowles Weaver—Jan-uary American Home—features the importance of proper placement and adequate storage of appliances such as the dishwasher, refrigerator, mixer,

House & Garden

"Don't Suffer From Kitchen Bends" -January House & Garden how comfort through height can be found in a modern kitchen.

.

Family Circle

"Save Time, Money, Energy with an Automatic Washer, Dryer, Ironer" —January Family Circle—"My Appli-ances Are Money Makers" says Mrs. Switzer, a Phoenix, Arizona housewife a part-time job-by Bakker

FARM GROUP

Form Journal

"Re-Lighting a Farm Home" by Edith Buchholtz—January Farm Jour-nal—a well-lighted house will save the family's eyesight.
"How Do Your Doors Open"—how

proper kitchen planning saves time and

Country Gentleman

"Cabinet Conveniences" by Margaret Schnug-February Country Gentle man-how kitchens may be improved with steel cabinets, many especially designed to accommodate appliances such as mixers, coffee makers, cleaners, etc.

"That's Good Coffee"—by Ellen Saltenstall—shows use of various types of coffeemakers.

HOME ECONOMICS GROUP What's New in Home Economics

The Household Equipment Section of What's New, edited by Amber C. Ludwig discusses ironers, and irons under the titles "More Revolution in the Laundry-Ironers and Irons" and "Automatic Electric Ironers—Their Selection, Use and Care."

Forecast

"Designed For Today's Dishwashing"-January Forecast.

Evans Completing Work On Distribution Plans

Work is being completed by Evans Products Co. on organization of a new national distribution system which will be based on high volume outlets key home heater sales areas. T firm's line has been widened by the addition of units of gas-fired equip-

Kelvingtor Announces Ad Program for 1950

A national advertising program calling attention to Kelvinator's long record of public service in the development of refrigeration for the home will spearhead promotion on Kelvina-

tor's 1950 line. Three themes will be used: 1) Kelvinator is the oldest manufacturer of refrigeration for home; 2) added refrigerated space in the new "masterpiece" line; 3) the slogan; the space, the beauty and the

Corporation Takes Over Amana Refrigeration

A new corporation, Amana Refrigeration, Inc., has taken over the refrigeration division of the Amana Society. The refrigeration division had been doing an increasingly large proportion of the business of the Society and it was felt that continued expansion could best be accomplished by forming a new corporation

DEPARTMENT STORES

Kahn Heads Coordinated Set-up at Hecht Co.

S. Frank Kahn has been named to supervise the merchandising and buying of all electrical appliances and home furnishings for the eight stores of the Hecht Co., Baltimore, Md.

Lewenstein's Draws 650 For Home Service Party

(

Over 650 persons attended a home service party given recently by Lowenstein's, Memphis. The activity was directed by Frank C. Goodwin, manager of home service.

Berman Named Hard Line Merchandise Manager

Morris Berman has been named hard line merchandise manager for the ten Famous department stores, Los Angeles. He had been home furnishings merchandise manager for Mandel Bros., Inc., Chicago, for 18 years.

Strong Named Radio Buyer For Denver Dry Goods Co.

Gray Strong, who has been assistant furniture buyer at the Denver Dry Goods Co., has been named buyer for the store's radio department. He succeeds Lloyd E. Stryker.

Mayhew Appointed Buyer At Kaufman's, Pittsburgh

Fred Mayhew, formerly with J. E. Miller Co., has been named buyer for television and radio at Kaufmann's, Pittsburgh. He succeeds Theodore Teske

Moerlin Assmues New Duties At Daniels & Fisher, Dallas

A. G. Moerlin has been named buyer of radios and records for Daniels & Fisher, Dallas. The new duties are in addition to his work as buyer of major appliances.

Smith Succeeds Bassoff At Abraham & Straus

William Smith has been made buyer of major appliances for Abraham & Straus, Brooklyn, succeding Harold Bassoff, who resigned to join King Refrigerator Co., Brookyn, as vice-president in charge of sales. Mr. Smith was formerly buyer of cameras, sporting goods and summer furniture.

Robertson's Names Cool As Merchandise Manager

Mike Cool has been made merchandise manager of the radio and television department at Robertson Bros., South Bend, Ind. He will continue as merchandiser for appliances. Daniel Schwob has been made buyer of radio and television.

Grand Stores Names Hall Major Appliance Buyer

William Hall has been appointed buyer of major appliances at Grand Stores Co., San Diego. He has been with the firm for over three years and before the war was buyer of appliances for S. H. George & Sons, Knoxville. He did experimental work on atomic energy before joining the Marine Corps and after his discharge decided to continue selling rather than returning to his work as a physicist.

Birthday Party



TWO GENERATIONS in the John Oster family inspect some of the firm's products as the John Oster Afg. Co. calebrates its twenty-fifth birthday. John Oster, founder and president of the firm, is at the right with son John Jr., executive vice-president. Across the table is Robert Oster, treasurer.

people buy more-when you price your products

will sell more goods for you!

Over 50,000 in use in thousands of



Each PRICE-O-KIT is a bargain

hecause you got

PATENT PENDING Copyright 1950 Vs actual size

Each complete PRICE-O-KII only \$3.95 postpaid. Enclose check or money order. Prompt shipment, direct from maker. Write for discounts on 10 kits or more.

counts on 10 kits or more.

6 bases of non-marring, mirrorfinish black plastic, each 4%" L x ¼" H.

6 sets of 16 numbers, dollars and decimal signs—bright red plastic—slide easily into slotted bases.

/2 information strips to put down Terms, Model No., Down Payment, Special, etc. Slip into slots on bases. Prices from \$1.00 to over \$1000.00



John Soltesz & Co. PRICE-O-KIT Division

QUIET AIR CIRCULATORS



mimms

Motors by Westinghouse or equal

Our numerous models consist of . Fully chrome plated air circulators on high telescoping columns, low base and wall mounting, sixes from 18 ins. to 30 ins. Two console models, made with wood tables in walnut or mahogany finish which is more suitable for office or home than tables made of other materials. Both models are coftee table height, 17 ins. The popular priced Lowboy with 16 ins. square top and our deluxe Northington with round top 25 ins. in diameter.

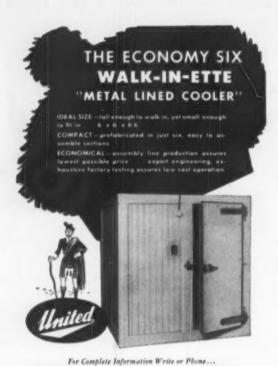
Commercial and Industrial trial Types Inquire as to our window fans

e Window fans with telescoping side panels to fit various sizes of windows. Heavy duty man coaler units on high stand and low base, 32 ins. in diameter, and a full line of exhaust fans and shutters. All models engineered for the maximum air delivery, quietest operation and longest life. You can earn the maximum from your fan territory by making this most diversified MIMMS line available to your customers. Write for prices and complete infor-

The Northington



E. N. MIMMS CO. 908 MASON STREET LOUISVILLE 4, Ky.



UNITED REFRIGERATOR COMPANY

Hudson, Wisconsin



"Slingabouts . . . vital to my Delivery Service",

says H. O. Kline, Kline Transfer Co., Wilmington, Del.



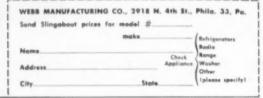
"I depend on Slingabouts to boost safety and cut appliance delivery expenses," declares the owner of this hauling firm delivering for major Wilmington appliance dealers.

You can depend on Slingabouts' rugged jackets, soft lining and heavy, uniform padding for positive insurance against damage that repays its cost over and over through years of use. Slingabouts slip on and fasten quickly. A strong sling makes handling easier everywhere. Slingabouts fit major appliance makes of all kinds.

Ask about Wrapabouts for TV sets.



SEND



DISTRIBUTORS APPOINTED

Appliance Mfg. Co.

Teleking Corp. of New Jersey, Newark, has been made exclusive distributor of Duchess washers in northern New Jersey and Rockland county, New York.

Admiral Corp.

The following distributors have been appointed by the Admiral Corp.

Irion Co., 2159 Mills St., El Paso, Tex. Major Appliance Co., 728-736 E. Shiawasse St., Lansing, Mich.

Corogire Heater Corp.

The following distributors have been appointed by the Coroaire Heater Corp.

Joe Thiele, Inc., San Antonio, Tex. State Distributing Co., Inc., Milwaukee, Wis.

Southern Wholesalers, Inc., Shreveport, La.

McDonald Bros., Memphis, Tenn. Ryan Radio & Electric Co., Inc., Kansas City, Mo.

Carrier Corp.

Pozner Electric Co., 180 E. 163rd St., New York, has been awarded a sales and service franchise from Carrier Corp.

Dulane Mfg. Co.

Irving B. Shurack, Inc., 1133 Broadway, New York, has been appointed exclusive factory representative for "Fryyte" electric deep fat fryers. The Shurack company will cover all of metropolitan New York, northern New Jersey and surrounding areas.

International Harvester Co.

Kaufmann-Washington Co., 1215 Kenilworth Ave., N. E., Washington, D. C., has been made a distributor of International Harvester refrigerators.

Duo Term Division Motor Wheel Corp.

Kaufmann-Washington Co., 1215 Kenilworth Ave., N. E., Washington, D. C., has been made a distributor of Duo-Therm space heaters.

0

Domestic Sewing Machine Co.

Kaufmann-Washington Co., 1215 Kenilworth Ave., N. E., Washington, D. C., has been named a distributor of Domestic sewing machines.

Motorola, Inc.

Major Appliances, Inc., 925-933 W. Flagler St., Miami 36, Fla., has been made distributor of Motorola radio and television for the state of Florida.

Mitchell Mfg. Co.

The following distributors of Mitchell room air conditioners have been announced:

Raymond Rosen Co., Philadelphia, Pa. Arnold Wholesale Co., Cleveland, O. Northeastern Distributors, Boston, Mass.

RCA Victor

Sea Coast Distributors, Inc., 36 N. E. 21st St., Miami, Fla., have been appointed distributors for RCA-Victor radio and television receivers, phonographs and supporting products.

Champion Salesman



LOOKING OVER the Buick he won for compiling the best selling record in the country is Larry L. Malin, salesman for Herbert H. Horn Inc., southern California distributor for Admiral Corp. Herbert Horn and Ross Siragusa, Admiral president, look on.

Coolerator Co

Appliance Distributing Co., Columbus, Ohio, has been franchised as a distributor for Coolerator prod-

Du Mont Laboratories, Inc.

Allegheny Home Appliance Co., 1801 Adams Ave., Huntington, W. Va., has been appointed a Du Mont

Crosley Div. Avco Mfg. Co.

Crosley territory formerly covered by Jules Alexandre, Inc., Harris-burg, has been divided among three They are Judson-Burns Co., Philadelphia, Pittsburgh Products Co., Pittsburgh and Lehigh Distributing Co., Hazleton.

Roberts & Manders Corp.

Lynn Dickerson Appliance Co., Houston, Tex., has been named direct factory representative for Quality electric ranges in Texas, Oklahoma and New Mexico.

Belmont Radio Corp.

Stern & Co., Inc., Hartford, Conn., has been made distributor of the Raytheon television line in New Haven and Fairfield counties.

Silex Co.

Charles H. Newman Co., Chicago, Ill., has been made domestic sales representatives in the Chicago area for the Silex Co.

Sylvania Electric Products, Inc.

Sterling Electric Co., 31 S. Fifth St., Minneapolis, Minn, has been named a distributor of Sylvania tele-vision receivers in Minnesota and western Wisconsin

Speed Queen Corp.

The following distributors have been announced by the ironer division of Speed Queen Corp.

Leo J. Meyberg Co., Inc., Los Angeles and San Francisco

Appliance Distributors, Inc., Indianapolis, Ind.

Connerly Radio Distributors, Little Rock,

Nineteen Hundred Corp.

The following distributors for Whirlpool home laundry equipment have been appointed by the Nine-teen Hundred Corp.

Kennedy-Clark, Inc., Rochester, N. Y. Ellis Paint Co., Butte, Mont. Rains Distributors, Inc., Buffalo, N. Y. Keps Electric Co., Pittsburgh, Pa.

Tele-tone Radio Corp.

Two new distributors have been named recently by Tele-tone Radio Corp.

H. U. Gunther Co., 1013 Penn Ave., Pittsburgh, Pa. Franklin Electric Co., 529 Arch St., Phil-

Noblitt-Sparks Industries, Inc.

Two new distributors of Arvin products have been named by Noblitt-Sparks Industries, Inc.

Radio Distributing Co., 1013 N. Capital Ave., Indianapolis, Ind. Radio Products Sales Co., 1501 S. Hill St., Los Angeles, Calif.

Landers, Frary & Clark

Horne-Wilson, Inc., Jacksonville, Fla., has been named distributor for the complete line of Universal home

Hamilton Mfg. Co.

Stuart F. Louchheim Co., Philadelphia, Pa., has been named a distributor of Hamilton dryers in the Philadelphia area.

John Meck Industries, Inc.

Three new distributors have been med to handle products of John Meck Industries, Inc.

Robbins Distributing Corp., New York,

Jordan Electronic Co., Erie, Pa. Turnquist Brass Co., Los Angeles, Calif.

Midwest Mfg. Co.

Seven new distributors have been announced by Midwest Mfg. Co., producers of Kitchen-Kraft steel

Airtex Corp., Chicago, III. James H. Howkins Corp., Buffalo, N. Y. Steel Kitchens Distributors, Fond du Lac, Wis.

Edgewater Distributing Co., Toledo, O. The Sutcliffe Co. Inc., Louisville, Ky. Southern Wholeselers, Inc., Jackson, Miss. McDonald Bros. Co., Inc., Memphis, Tonn.

Capehart-Farnsworth Corp.

Three new distributors have been appointed by the Capehart-Farnsworth Corp.

Seattle Radio Supply, Inc., Seattle, Wash. Rowles Sales Co., San Antonio, Tex Woodson & Bozeman, Inc., Memphis, Tenn.

Hoffman Radio Corp.

Jenkins Music Co., Kansas City, Mo., has been named distributor for products of the Hoffman Radio Corp. in the Tulsa, Oklahoma City, Wichita and Kansas City areas.

Hobart Mfg. Co.

Pittsburgh Products Co., Pittsburgh, Pa., has been made a dis-tributor for Kitchen Aid dish-washers manufactured by the Ho-

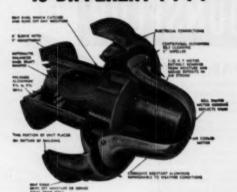
Fedders-Quigan Corp.

Whitehall Distributors, 510 N. Dearborn St., Chicago has been made a distributor of Fedders-Quigan equipment.

Kalamazoo Stove & Furnace Co.

Carolina Appliance Co., Char-lotte, N. C. has been named a distributor of Kalamazoo ranges.

THE Kitchen-Aire EXHAUST FAN Is DIFFERENT . . . !



Check this list of selling points . . .

- MAXIMUM EFFICIENCY:—exhaust grill may be mounted above cooking range, even on an inside wall.
 FIRE-SAFE:—grouse laden air is NOT drawn over motor.

- e FIRE-SAFE:—grouse laden air is NOT drawn over meter.

 QUIET:—operating mechanism is mounted OUTSIDE the wall!

 WEATHERPROD!—back draft damper protects against heat loss; operating mechanism is boused in corresion-free aluminum.

 ECONOMICAL:—leve in cost; easy to instell. Greens and moistwee leden air is not deposited on kitchen walls—saves on cleaning and decorating.

 WIDE USEFULNESS:—electrically aperated, can be installed anywhere, in new or old houses—keeps Ritchens cool and adorless, bathrooms and recreation rooms fresh, and basements dry.

Here are features that the conventional anhaust units can't offer . . Kitchen-aire units are actually SUPERIOR, and they're selling fast! Underwriters approved. As advertised in Better Homes and Garden.

STEWART MANUFACTURING COMPANY

3202 E. Washington Street

Indianapolis, Indiana



Complete Bennett Bilt Fluorescent Lighted Medicine Cabinets cost less to buy and install than separate electrical wall fixtures and cabinets of equal quality. These cabinets increase the at-tractiveness of modern rooms by providing a more finished, self-contained, compact installation.

Nothing has been over-looked for convenience and quality. No other medicine cabinet has all 18 built-in premium features. That's why you should specify and buy Bennett Bilt Fluorescent Lighted Medicine Cabinets It costs you nothing for the fully-illustrated complete line catalog ... it may mean many dollars to you. Write today.



THE BENNETT MANUFACTURING CO., ALDEN, N.Y. CUSTOM METAL CRAFTSMEN SINCE 1906

The One and Only Scale with ELECTRIC DIAL LIGHT

COUNSELOR

DELUXE MODEL

The scale that has everything beauty, accuracy, long life and the exclusive, intriguing, electric dial light that flashes on, illuminating the numerals the instant pressure is applied to the platform.

The Counselor DeLuxe is without doubt the finest scale ever built . . . and a value un-equalled anywhere. Dial light is operated by a replaceable flashlight battery.

Model No. 449 is finished in an assortment of gay enamels with a chrome headpiece. Colors: White, Pale Jade, Sky Blue, Citrus Yellow,



and Shell Pink. Black ribbed rubber mat.
Model No. 479 is the same style in a gleaming all-chrome finish.

Counselor Models Available from \$4.95 to \$8.95



Write Today

THE BREARLEY CO. ROCKFORD, ILL.

NEW YORK OFFICE IIII BECARWAY

Why Wait? Prompt Delivery on CORD SETS!



If you need good Cord Sets, Columbia can provide the quality and service you need



Cord Sets for:

- Television
- · Clocks
- · Radios
- Portable Tools
- · Electrical Appliances
- · Refrigerators

Columbia's Cord Assemblies use only the finest Underwriters Approved cord and plugs.



COLUMBIA WIRE & SUPPLY CO. 2850 Irving Park Road Chicago 18, Illinois

"National Distributors and Warehouse Angeonda Densheath Television for Anaconda Densheath and Radio Wire and Cables



LARGER CAPACITY

LOWER PRICE

per cubic foot

The 8, 15 and 23 cubic foot CHILL CHESTS . . . advanced in design and engineering features give big food storage capacity. They are no larger outside most 6, 12 and 20 cubic foot freezer cabinets. Priced to compete with these smaller sizes, CHILL CHEST gives you a distinct per cubic foot!

Get the details NOW about the 1950 CHILL CHEST Program.

WIRE, PHONE OR WRITE

REVCO, INC. DEERFIELD, MICH.



NEW LITERATURE AND SALES HELPS

The Dartnell Corp.

A pamphlet on "Developing A Bet-ter Personnel Selection Program" has been prepared by the editorial department of the Dartnell Corp., 4660 Ravenswood Ave., Chicago 40, Ill. Use of the telephone check, patterned interview, importance of basic character traits, giving the applicant an over-all rating-these are the subjects outlined. Three sets of forms are available, one for sales personnel, one for factory or office and the other for selecting executive personnel.

F. E. Myers & Bro. Co.

A new catalog has been announced by F. E. Myers & Bro. Co., Ashland, O., which describes the new Myers "HN" series Ejecto pumps and water systems. It contains complete specifications, photographs and diagrams.

Univ. of Illinois

A "score sheet" for kitchens and a discussion of what makes a good kitchen are presented in an 8-page circular, "Kitchen Planning Standards" prepared by the Small Homes Council. Single copies can be obtained without charge until Mar. 1, 1950, by writing directly to the Small Homes Council, University of Illinois, Urbana, Ill.

Westinghouse Elec. Corp.

A 32-page Demonstration Handbook for the 4-H Electric Program is avail-able from the Westinghouse Electric Corp., Pittsburgh, Pa. Included in the booklet is a check list of things that should be considered in planning an electric demonstration on lighting in the home, care and use of appliances, motors, electricity in the workshop, wiring, welding, and tools and their uses. Ask for booklet B-4632.

Lewyt Corp.

A new 4-page two-color tabloid mailer, called the Homemaker's News, is available to dealers at low cost by the Lewyt Corp and their distributors. Can be used as a self mailer, envelope stuffer, counter literature or for doorto-door distribution

Aluminum Goods Mfg. Co.

Mirro recently announced three television films on Mirro utensils for dealer use as television spot announcements. Each runs 50 seconds leaving 10 seconds for dealer message and identification. Films may be obtained from the Aluminum Goods Mfg. Co., Manitowoc, Wis.

Mullins Mfg. Co.

Use of a Youngstown Kitchens food waste disposer with a septic tank is discussed in a booklet just released by Mullins Mfg. Co. The booklet gives recommendations designed to increase the efficiency of the septic tank system when a disposer is used



- · Designed in collaboration with America's largest builders . . for quick, easy, inexpensive installation
- New FASCO Turbo-Radial propeller, specially engineered for pressure through ducts . . develops pressure unobtainable with ordinary fan blades, 3-speed control.
- · Unique air intake prevents air re-circulation at inlet.
- Outside wall cap-aluminum . rustproof-has built-in balanced louvres, Overhang keeps out rain, drafts, cold.
- · Beautifully designed . superbly finished . . . priced

FASCO wall ventilators are used by America's largest builders . . . 15,000 IN LEVITT HOUSES ALONE! The new FASCO "CEIL-N-WALL" ventilator will be a leader, tool

WRITE, WIRE or PHONE for complete information. FASCO Industries, Inc., 10 Union St., Rochester 2, N.Y. (Phone HAmilton 1800).



another CONCO PROFIT-MAKER heat For You

The Sensational, New

PORTABLE **ELECTRIC RADIATOR**



OUTSTANDING FEATURES

SAFE Underwriters' Approved.
Uses no water, steam. Fully enclosed heating element. Even at full heat unit will not cause a serious burn if touched.

FAST Begins heating as soon as plugged in. Consumes 1320 watts, A. C. or D. C., emitting 4500 BTU's per hour, the equivalent of 1834 sq. ft. of steam radiation.

LIGHT Weighs only 281/2 pounds. Easily portable, nicely balanced. Compact, size 23" x 7" x 19". Smartly styled.

ECONOMICAL

Costs approximately 2 cents per hour to operate (average rates). Saves on regular fuel in spring, fall, through

101 HOME USES

• IDEAL in nursery, bath, on porch, in basement, bedrooms, laundry, playroom, cottages, workshop. RIGHT: Convenient carrying handle folds over to double as handy drying rack.



WRITE for complete informa

CONCO ENGINEERING WORKS Division of H. D. Conkey & Company Mendote, Illinois

CONCO MATERIALS HANDLING DIVISION CONCO BUILDING PROUCTS, INC.

DEALER SALES HELPS



TOAST-TESTED automatic teaster display distributed by Arvin to help their dealers. Suitable for counter, window or shelf.



NO SHOCK, NO BURN, says this counter or window display card tailored to fit the Electromode portable heater.



FOR BETTER SLEEP, the electric blanket—is slogan on Universal's four color four piece counter display unit. Uses box cover as focal center.



PERMANENT-TYPE DISPLAY FIX-TURE for Arvin automatic toaster combines color, light and motion, displays full end profile views. Completely equipped with 60-watt bulb, flasher and five feet of cord with plug.

Now You Can Talk Price ...

. . and sell more dryers. The Taylor Dryer is the lowest-priced family size automatic clothes dryer on the market. No installation charge, either—plugs into any outlet (1280w. 110-20v. 50-80 cycles).



Taylor SUMMER BREEZE

29.95

You Can Talk Features, Too ...

. . . easy on clothes—no rough-and-tumble. no lint ... Sue Lite ultraviolet lamp with automatic salety switch . . . sale infra-red heating units . . . twin pressure blowers . . . automatic timer, separate heat switch . . . Easy-Slide rustproof drying rack. open-end hangers . . . white baked enamel finish . . . cabinet 30" wide, 24" deep, 38" high to sorting

THE TAYLOR CORPORATION





Coil-Flex FISH TAPE



Can't Stick or Bind in Any Conduit

B-X CABLE CUTTER

Easiest Way to Cut B-X

Just snip, twist B-K and pull it apart. Cuts two or three-wire No. 10, 12 or 14 armor cable, large or snall diameter. Blade removable for sharpening. Cuts anywhere along length is cable.



Valtage Tester e Fish Tape, Reel and Puller Taist Borer e Fuse Clip Clamps e Fuse Pullers Test Lites	********	CUT TOOLS
1	Yape, Joist Bo	Root and Puller prer • Fuse Clip • Fuse Pullers
Coupon For Catalo	M	NI C

IDEAL INDI	Avenue			IDEAL
Please send	cotalog i	efermation	on Wiring	Tools.
COMPANY				
ADDRESS				
CITY		ZOR	46 5	TATE



Besler and Jobber Inquiries Invited. Write, Wire, or Phone For Full Details.

ODIN STOVE MANUFACTURING CO.

FOR OVER 50 YEARS, MANUFACTURERS OF QUALITY GAS RANGES . . . NOW ELECTRIC, TOO!



Ideal for all the family haircuts, necktrims, on the legs and under the arms. Professional model, small and compact. Easy to use ... no experience necesary. Silent, smooth running. List only \$9.75.

WAHL Silent

small

Perfect for men, women and children's hair. Denem of extra uses in drying hosiery, lingerie, film negatives, etc. Hot or cold air. Instant heating, silent, lightweight. Detachable stand, List only \$9.75.



WAHL "HAND-E' VIBRATOR

For smoothing, relaxing massages. Powerful, penetrating vibrator housed in attractive sanitary case. Contains four applicators. for face, acap and body use. List only \$8.50.

GUARANTEE

ALL WARL PRODUCTS carry this opinion-ding guarantee . . for YOUR

We agree to repair of replace FREE of charge, for the YEAR, any WARL product which foes not give perfect

WRITE TODAY DEPT. EMSO

WAHL clipper corp.

CRAWLS

On Roller Bearings
Up and Down Steps...Over Obstructions...
Rolls Smoothly Over Flat Surfaces





• Patented Roller Bearing Crawler Tread

 Sturdy Construction -- Aluminum, Steel or Wood

 Safety Straps
 Patented Strap Tightner

Tightner
The Farrous
Crawler Tread

Never have you or your men experienced such complete utility with comfort as that offered by the Escort hand truck. No lifting ... no fatigue. Carries a full load safely up and down steps, over obstructions. This truck simply crawls over on roller bearings.

Write for Catalog.

Stevens Appliance Truck Co.

FEBRUARY, 1950

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Visible Results Quickly WHEN YOU DEMONSTRATE WINDOW FANS . .



AIR CONDITIONING CORP. 5601 Walworth, Cleveland 2, O.

Send me f	acts	obout	the longer margin f	10
extra profi	t on	Viking	Window Fons.	

Traveling Light

Northern Pennsylvania Power Co. conducts an educational program in lighting with a traveling show

UNIOR and senior high school students and parent-teacher groups in the 4,400-square-mile territory of the Northern Pennsylvania Power Co. are getting a liberal education in proper lighting through the utility's "Light Is What You Make It" pro-

Often traveling as much as 70 or 80 miles in a night to reach another audience, the show utilizes light meters, various types of lamp and shades, assortments of bulbs, a complete display of Certified Lamps, and a series of working charts. Virginia H. Beirne, the power company's home economist, who developed the program with G. H. Ritter, new business manager, conducts the traveling circus. Standard procedure at performances includes an explanation of the use of the eyes in a natural setting as contrasted to the high speed, intricate visual tasks of modern living and summarizes the causes of eye defects. Demonstrations of light sources and ideal reading positions are dramatized with the use of light meters. A blown-up meter, visible to the entire audience, is set to show light quantities with various sources and reading or working positions. A student or other audience member usually acts as the "reader" thereby creating local interest.

The major part of the program deals with the demonstration of remedies for inadequately lighted study areas, renovation of old shades, resurfacing dark table tops, and methods of remodeling old lamps. The 10-minute sound film, "Light Is What You Make It" polishes off the program.

As a follow-up to the educational effect of the program, the utility has made light meters available on a loan basis to upper class students and parents for studies of actual home lighting conditions. Many of the schools in the area have actualy purchased light

According to Mr. Ritter, the program has been shown to thousands of people and still can't meet the demand.



HAVE I GOT A CLEAN SHIRT, OR WAS THE LAUNDERETTE CROWDED AGAIN YESTERDAY?"



A tiny Flag Label is appearing on flexible cords attached to lamps, elec-tric appliances, and electrical equip-ment of all kinds.

It carries a word of special signifi-cance to everyone concerned—from the appliance manufacturer to the woman at home starting her vacuum classper.

That word is "Inspected" . . . and what it means is "tested for electrical safety." For the Flag Label signifies that the assembled cord—including the connecting plug—has been submitted for approval by Underwriters' Laboratories, Inc.

Leading producers of flexible cords take this means to safeguard the pub-lic against fire and shock hazards; to assist buyers in selecting cords which are properly constructed and safely insulated throughout.

Distributors and retailers naturally endorse the Flag Label. It simpli-

fies their own purchase of appliances; it stimulates sales because it provides an additional selling point.

an additional selling point.

The public, too, is learning to look for the Flag Label—to insist upon inspected cords on all electrical equipment. A nation—wide educational campaign, together with the cooperation of local school, fire department, and power groups is steadily increasing the importance and value of this quality-safety identification.

SAFE ELECTRICAL CORD COMMITTEE 155 E. 44th St., New York 17, N. V.

Make sure the products you sell are equipped with safe electrical cords bearing the Flag Label



New For Space Heaters and Ranges field

SCOTTY



Finest For Automotic Heating Units field

TYPE "M"



FIELD Type "M" Controls serve you two ways: First, as standard equipment on most automatic heading equipment, they help as sure greater customer satisfaction frough precisely accurate control of drafts. Second, the Barochek model offers an apportunity for profitable sales to hand-fired homes, offering last accings up to 25%, profit profitable actions up to 25%, profit profitable sales to hand-fired homes, offering hunder life, more even head.

Write for full details on Field Barometric

H. D. CONTROL DIVISION

Modern Merchandise Displays **Need LIGHTED MOTION!**

KASSON Model "712" ELECTRIC TURNTABLES

The ACTION Display-Way to Boost your Sales



M ODEL "712" ROTO-SHO'S two-way, built-in electric outlet, per-mits novel, self-contained lighting effects by means of sliding contacts, as well as operation of electric devices while the turnsable resolves three well as operation of electric devices ubile the turntable revolves three times a minute—lights turn with table! There's nothing like "712" to revolutionize your window trim and stop passersby dead in their tracks. Sturdy, steel construction, guaranteed, it carries up to 200 lbs. 18" diameter table. Allover height just 7". A.C. only.



For winning displays, write TO-DAY for full information and our complete ROTO-PRODUCTS catalog

GENERAL DIE AND STAMPING CO. Dept. 45, 247 Mott St. . Hew York 12, N. Y.



Tough jobs MADE EASY WITH THE NEW YEATS APPLIANCE DOLLY

You'll have no worries about second story de-liveries when you use the dolly with the Step Glide. Climb those steps with less effort, in less time, and with more safety. The 56" toll alumine me has curved cross members for round appliances, straight

slide on back for quick, easy loading, and a felt padded front

YEATS APPLIANCE DOLLY SALES CO.



Lightest, easiest, stelrway ENDLESS BELT MOVER mone-fectured! Adjustable for height; a two or four wheel dellie for all appliance mor-ing. Makes U turns on stelr-ways. Patented leverage strop hishboars. For swell Adjuster. ways. Patented leverage strop-tightener. For rural delivery with straight stairways, no turns, we have an excellent mover with large pneumatic wheels. Your money back

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For All Makes of Washers. Factory Machined Rolls Save Time Izener Pads and Cevers. All sizes for all Masher and Irener Parts Aerobell, Conic makes. Price Sheets are available. Easy, Horton, Speed Queen, 1900, Thor, e 1223 SUPERIOR AVENUE

FOR APPLIANCE

ving use an E-ZEE-LiFT Handling t. Gives you handles anywhere you them—Used Nationally—Made of D. Belting—FitzE appliance bandling urse with each E-ZEE-LiFT Handling to-Complete

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POWER EQUIPMENT CO.

WASHING MACHINE PARTS

"For any and all makes" Most complete stock in N. W. Prompt Service

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PERMANENT REPAIRS

Quickly, Easily Made lizes for all types of dame diances and industrial us Tested auccessful Econom Write for Catal

MEND-IT SLEEVE CO.

HEATING ELEMENTS

Traffic Appliance repair chops, write for list of check liness. EXACT FIT and wattage for several standard makes of finitenes.

Parts Jobbers and Agents Inquiries welcome. H. & H. ELECTRIC MFG. CO. 1424 Ala. Ava. Besseme

TOPFLIGHT TAPE - YORK PA.

This MERCHANDISING SUPPLEMENT Section

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of electrical appliances and in other merchandising apportunities.

Electrical Merchandising

SEARCHLIGHT SECTION-

DISTRICT SALES MANAGER

Nationally known AAA concern seeks man experienced in establishment is franchise distributors on exclusive patented major heavy household appliance.

Qualifications: Provon ability in establishment and organizing of major household appliance distributors and decliers, such as refrigerators, radios, washing machines, etc. Provon record of earnings. Reference as to character and ability

from past employers and distributors territory covered.

For individuals meeting these precise qualifications and who can supply the proof, a very unusual opportunity with earning possibilities of better than \$15.000 per year exists. Give complete history and information in reply. All information held confidential until after personal interview. Our organization knows if this ad.

P-2048, Electrical Merchandising 520 N. Michigan Ave., Chicago 11.

Manufacturers Representatives Wanted!

Established manufacturer of electric kitchen ventilating fans and the VENT-O-MATIC® Ceiling Fan is seeking sales and distribution representation in the states East of the Rockies. Representatives handling kindred lines will find the line of SIMPSON Ventilators particularly saleable and profitable. Write direct for complete

* Reg. Trade Mark

Simpson Screen Co.

1050 East 8th Street . Oakland 6, Calif.

MANUFACTURERS REPRESENTATIVE WANTED

To Sell QUALITY Window Fans To APPLIANCE DEALERS FURNITURE DEALERS HARDWARE DEALERS

SELLING FEATURES INCLUDE: Powerful, trouble-free motor: QUIET because it is direct drive and rubber mounted motor runs at two quiet species. Quiet per second two quiet species and the period of the

BALDOR ELECTRIC CO. St. Louis, 10, Mo.

Manufacturers of electric motors and mo-tor-driven products since 1920.

ATTENTION MANUFACTURER'S REPRESENTATIVE

Aggressive, fast growing kitchen ventilator manu-facturer has some highly desirable open areas. Company well established and favorably known. Product nationally advertised and distributed.

If you have established contacts with kitchen cab-lnet, aggisances, electrical, or building material distributors, and can advantageously handle another major item, your communication will be welcomed. Please outlins territory covered, listing lines now handled. Confidential.

RW-1585, Electrical Merchandising 520 N. Michigan Ave., Chicago 11, Ill.

FACTORY REPRESENTATIVES

wanted by manufacturer of nationally known table electric stoves, well estab-lished with the jobbers trade. State terri-tory and other products handled.

STANDARD HYGRADE ELECT. CO. 1372-39th Street Brooklyn 18, N. Y.

REPLIES (Box No.): Address to office nearest you NEW YORK: 338 W. 42nd St. (18) CHICAGO: 220 N. Michigan Ave. (11) BAN FRANCISCO: 68 Post St. (4)

POSITIONS VACANT

POSITIONS VACANT

SALES MANAGER desires position with appliance manufacturer, distributor, or large retailer. Able to take complete charge, experienced with all phases of appromotion, the properties of the prop

SELLING OPPORTUNITIES OFFERED

SALESMAN—Opening first of year for ex-perienced wholesale electric supply and appliance salesman. Established Idaho ter-ritory. SW-1856, Electrical Merchandising. ritory. SW-1856, Electrical Merchandising.
APPLIANCE SALESMAN Wanted—A Complete home furnishing store with appliance department needs an aggressive appliance salesman to follow contacts and close sales. Location Kansas. Give details of training, experience and age. All replies will be held confidential. SW-1911, Electrical Merchan-

SELLING OPPORTUNITY WANTED

MFG REP. Selling Appl., Elec. and Hdwe. Jobbers in Ark, Kans., and Okla. Desires Fran and Traffic Appl. Line. Write RA-1892, Electrical Merchandising.

WHERE TO BUY

Belgian Sewing Machine acturer having available large quanti-electric, portable and other machinea to export to U.S.A. Write to: H. st. 61 Rue Montagne. Charleroi,

WANTED

WANTED

ANYTHING within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of thousands of men whose interest is assured because this is the business paper they read.

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Make use of our continuous nationwide contacts.
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to Executive desiring to contact employers. Write
for details.

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Aggressive

SALES EXECUTIVE

IB years with one of largest utilities direct ing sales activity on gas and electric appli-ances. Desires apportunity to better self with manufacturer, jobber or utility.

Thoroughly familiar with advertising, mer-chandising—purchasing—dealer and distribu-tor operations—home service and customer relations. Top manufacturing and utility references.

SA-2065, Electrical Merchandising 330 West 42nd St., New York 18, N. Y.

MANUFACTURERS

CWA-1951, Electrical Merchandising 520 N. Michigan Ave., Chicago 11, Ill

ATTENTION! APPLIANCE MANUFACTURERS

We are interested in buying direct, with distributor discounts: all types of electrical appliances, etc. . . . Let us hear from

IT'S SENSATIONAL! THE NEW 1950 STREAMLINED

FLECTRIC **HEALTH-WAY**

Vegetable and Fruit Juice



AC 105-115

Wt. Apprex 19 lbs. F.O.B. Los Angeles

FEATURING

- *Fast-Action Strainer *Patent pulp leveler
- *More sparkling juice
- *Clean-Easy detachable bowl
- *New Simplimatic Cover Fastener
 *Cushion-Quiet ball bearing meter
- *Exclusive cone shaped cutter
- made of Nickel Silver Dealer & Johher Inquiries Invited

MARS MANUFACTURING CO.

Exlusive World Distributors

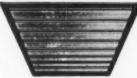
8943 WILSHIRE BLVD., BEVERLY HILLS, CALIF.

AIR-FLO AUTOMATIC CEILING SHUTTER



FOR ATTIC FANS

Built so they can be installed practically flush with the ceiling. AIR-FLO Ceiling shutters present a refined, finished ap-pearance. Their natural aluminum color blends with any decoration, eliminating need for painting and no grille or winter cover is required. Furnished in 5 differ-ent widths, single panel up to 73" long. No operating mechanism shows. Built-in fusible link. Meets fire underwriters' requirements. Write for illustrated catalog 43A of the complete AIR-FLO line.



VIEW FROM BELOW - CLOSED

AIR CONDITIONING PRODUCT CO.

2340 West Lafayette Blvd. Detroit 16, Michigan

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And no wonder! With all of the plus values BEN-HUR offers . . . three classic modern models with Ben-Hur Blue Color Trim to suit every demand . . . separate freezing compartment . . . sturdy construction for a lifetime of satisfaction . . . all-around insulation that cuts operating cost, improves performance... and all of the exclusive BEN-HUR features for safety, economy, convenience . . . it's no wonder BEN-HUR is setting the pace in the freezer industry.

Make it your business to make BEN-HUR your business. Write today for full details and information about

a BEN-HUR franchise.

BEN-HUR MFG. CO., Dept. EM 634 E. Keefe Avenue, Milwaukee 12, Wisconsin

FARM and HOME FREEZERS

BIGGER TV & RADIO REPAIR PROFITS

they're yours with a

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Saves Time **Boosts Output** Simplifies Work Cuts Parts Stock

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PROOF!

We'll Send you a FREE Photofact folder on any postwar receiver WRITE TODAY!

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HOWARD W. SAMS & CO., INC. 2283 EAST 46TH ST. . INDIANAPOLIS S, IND.



Black heat band type surface element—heat "scrubs" entire tank sidewall.

Super sensitive snap action thermostat Vapor saal heat lock blanket insulation.

Table top convenience.
Retail list \$75 F.B.B. factory.

Other models from 5½ to 82 gallens Also full line of water softeners

MAIL COUPON FOR FULL DETAILS

MODERN WATER EQUIPMENT CO., Dept. A Send details on following model water heaters: 5½-gai. 12-gai. 29-gai. 55-gai. 82-gai.

Name . Address

State City

EQUIPMENT MERCHANDISE

WANTED

(Used or Surplus New)

This index is published as a convenience to the readers. Every case is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

The Right to Fail

I Twas our intention to do a piece in this space about price-cutting, "back door" selling, discounts and the effect of the Fair Trade laws in controlling these practices. Then, along comes an editorial in the Chicago Tribune called "The Right to Fail" which makes one important point we originally intended to make in our piece. Because it has attracted no little attention, and because it so obviously reflects the views of a number of distributors and dealers in our business, we are quoting it in full:

"The National Appliance and Radio Dealers' Association is trying to stop price cutting on refrigerators and television sets in the Chicago area. A committee of retailers has been named to educate customers and seek the cooperation of manufacturers in enforcing "fair trade" prices. The cooperation, it appears, would consist of cutting off supplies of dealers who don't charge as much as the trade association thinks they should.

"'A majority of the established dealers are competent and willing to face good merchandising competition, but are unwilling to continue nurturing the wave of price selling competition,' said Clif Simpson, managing director of the association.

"Competition ought to be confined to talk, in the association's view.

"Price cutting normally results from an oversupply of merchandise or an undersupply of customers. A Chicago refrigerator manufacturer said that there is not enough of a surplus in his line to force distress selling. A television manufacturer said that sets were selling at a discount last summer, but that there is a good demand now for lower priced receiving sets.

"The trade association warns that people who buy at a discount may find they have merchandise that they cannot get repaired when repairs are needed. That is a hazard that folks who like to shop around should keep in mind. There's no law, however, to forbid a purchaser looking for a bargain.

"From some of the talk about 'cutthroat competition' and 'suicidal price cutting,' one would be led to believe that the people who engage in those practices go into business to lose money. That is unlikely. Some merchants may shave prices too close. If they do, they go broke and are eliminated as competitors. But every

business man we have ever heard of wanted to make a profit.

"So-called fair price laws, which are actually laws empowering manufacturers to fix the prices at which their goods shall be sold to consumers, are the enemies of efficient distribution. Too often prices are fixed at a level which will enable the least efficient retailers to remain in business. The efficient ones suffer because they could sell more if they were allowed to sell at a lower price. The needlessly high price prevents many prospective customers from buying.

"It would do the appliance dealers good to hear one of the speeches that Joseph T. Meek, executive secretary of the Illinois Federation of Retail Associations, has been making around the state in recent weeks. Mr. Meek distrusts price fixing. He is reminding his listeners that under free enterprise the right to succeed also includes the right to fail. It's a fresh variation on the maxim that the profit system is really a profit and loss system.

"If the discount sellers and the fellows with offices under their hats can really distribute refrigerators and television sets more efficiently than the established dealers who maintain price lines, the latter always have the right to go broke. It is doubtful whether the fly-bynight boys are actually as efficient as they may seem. If the showroom dealers will try to run their businesses more efficiently, and thereby reduce prices, they'll get farther than they will complaining about 'cutthroat competition.' They're never going to convince customers that it's a crime to hunt a bargain."

Obviously, the only argument with any validity to the dealer is one that will appeal to his instinct for business self-preservation. In so neatly pointing out that the decision to cut prices requires the dealer to face up to the fact that "the right to succeed also includes the right to fail" (ignoring for a moment the Fair Trade laws, which are supposed to take the decision out of his hands) we feel that the moral has been aptly brought home.

Laurence way -

Two Onick Ways to a Customer's Heart

PERFORMANCE

Wouldst woo a maiden, gentle sir
With washer sales in view?
Then mark you well the things to tell
That Lovell wringers do!

POWER ELECTRIC ROLLS

CONSTRUCTION

PUSH AND IT SWINGS

DOES HEAVY LIFTING

And wouldst thou like to certain be:

(And we think that thou wilt.)

accord part

How Lovell with

HARDWOOD BEARINGS

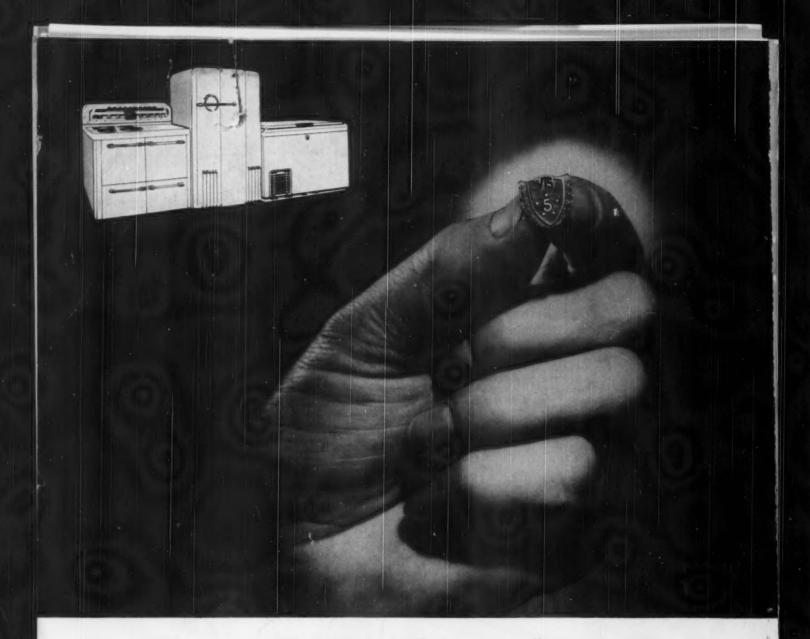
13 Jou Be Our

WRINGER-TYPE
WASHERS ARE YOUR
BREAD AND BUTTER
THE REST ARE
LOYELL EQUIPPED

WRINGS

LOVELL PRESSURE CLEANSING WRINGERS

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"It means a lot to me"

"It's just a little pin—this 5-Star Emblem—but it means a lot to me. It means that, in the eyes of the prospects who come into our store, I am a professional salesman...pledged to give them the courteous, considerate and authoritative selling attention they have received but from few salesmen in recent years.

"In completing Kelvinator's VIS sales clinics, I have learned how to take full advantage of every sales opportunity...how, in being considerate of customers' time, I can complete the sales faster... and I've learned how to determine the prospects' needs more accurately so I can recommend the right product to their greater satisfaction and greater profit for myself and my dealer.

"I know my products thoroughly and how to present all facts about their quality and features.

"The result is, my relations with customers are bound to strengthen their respect for the integrity and reputation of our store.

"This practical training has made my work much more profitable—because I'm doing the things that get results from my prospects.

"That's why I take special pride in wearing my 5-Star Emblem—it's the badge of the professional salesman.

"I think that every salesman who wears one feels the same way about it."

GET MORE GET ME CLIVE CULTOR

. . THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY